

A

Research project

On

“A STUDY ON CONSUMER SATISFACTION TOWARDS FLIPKART”

Submitted to

G. S. COLLEGE OF COMMERCE & ECONOMICS (Autonomous) 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

Aman R. Dorlikar

Under the guidance of

Dr. Afsar sheikh

G.S College of Commerce & Economic, Nagpur

Academic year 2023-24



G.S. College of Commerce & Economics, Nagpur

Academic year 2023-24



CERTIFICATE

This is to certify that “Aman Dorlikar” has submitted the project report titled “A STUDY ON CUSTOMER SATISFACTION TOWARDS 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 prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. AFSAR SHEIKH

(Project Guide)

DR. AFSAR SHEIKH

(Co-Ordinator)

Place:-Nagpur

Date:

G.S. College of Commerce & Economics, Nagpur



Academic year 2023-24

DECLARATION

I here-by declare that the project with title “A study on CUSTOMER SATISFACTION TOWARDS FLIPKART.” has been completed by me in partial fulfillment of BACHELOR OF BUSINESSADMINISTRATION 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.

Aman Dorlikar

Place:- Nagpur

G.S. College of Commerce & Economics, Nagpur

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 Mastoorkar, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Dr Afsar sheikh for his guideline throughout the project. I tender my sincere regards to Co-Ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions 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.

Aman Dorlikar

Place:- Nagpur

Date:-

INDEX

SR. No.	PARTICULARS	PAGE No.
1	Introduction	1
2	Company Profile	5
3	Problem Definition	12
4	Research Design	14
	• Method of Data collection	
	• Sample size	
	• Needs of Study	
	• Objectives of Study	
	• Limitation of Study	
	• Hypothesis of Study	
5	Research Methodology	18
	• Primary Data	
	• Secondary Data	
6	Data Analysis & Interpretation.	20
7	Findings & Suggestions	33
8	Conclusion	36
9	Bibliography	38
10	Annexure	40

CHAPTER-1

Introduction

Introduction

In the realm of e-commerce, customer satisfaction stands as the cornerstone of success. With the ever-evolving landscape of online shopping, understanding and meeting the needs of consumers are paramount for platforms to thrive. This study delves into the realm of customer satisfaction, focusing on one of India's leading e-commerce giants, Flipkart.

Flipkart has emerged as a dominant force in the Indian e-commerce market, offering a diverse array of products and services to millions of customers across the nation. As the digital marketplace continues to expand, Flipkart has continually adapted its strategies to meet the evolving demand of its clientele. However, amidst fierce competition and shifting consumer preferences, understanding the factors influencing customer satisfaction becomes imperative for sustained growth and relevance.

The aim of this study is to explore the various dimensions of customer satisfaction towards Flipkart, shedding light on the factors that contribute to customer contentment and loyalty. By analyzing customer perceptions, preferences, and experiences, this research seeks to provide valuable insights into Flipkart's strengths and areas for improvement, ultimately aiding in the enhancement of its service offerings and customer relationships.

Through a combination of quantitative and qualitative research methods, including surveys, interviews, and data analysis, this study endeavors to uncover the underlying drivers of customer satisfaction and elucidate the strategies that Flipkart can employ to bolster its competitive position in the market. Additionally, by benchmarking Flipkart's performance against industry standards and competitors, this research aims to provide actionable recommendations for enhancing overall customer satisfaction and fostering long-term customer relationships.

In essence, this study serves as a comprehensive examination of customer satisfaction towards Flipkart, offering valuable insights for both academia and industry practitioners alike. By understanding the intricacies of customer preferences and experiences, Flipkart can continue to innovate and excel in the dynamic landscape of e-commerce, ensuring enduring success and customer delight.

Factors influencing consumer to shop online

convenience

Convenience factor refers that it is easy to browse of search the information through online is easier than the traditional retail shopping Through online, con can early.

search product catalogue but if the consumer looks generally for the same product or item in a traditional store manually it is difficult to visit physically and time consuming also Convenience has always been a prime factor for consumers to shop online. According to the Robinson, Riley, Rethe and Wilsons the major motivation for online purchasing is convince in terms of shop at any time and having bundles of items delivered at door step.

Rohm and Swami Nathan's claims in -typology of online shoppers intel Convenience shoppers, balanced buyers, variety seekers and store-oriented shoppers, based upon their present shopping motivation. Through online purchase consumers can easily compare the price than the traditional purchase. So price comparison is ales another convenience factor of online shopping.

Time saving

In today's fast paced world, online shopping has become an integral part of people's lives. offering convenience and accessibility like never before. With the advent of e-commerce platforms like Flipkart, consumers have experienced a significant shift in their shopping habits. This study aims to explore the factors influencing customer satisfaction towards Flipkart, one of the leading online retail platforms in India.

Background. The rapid growth of e-commerce in recent years has transformed the retail landscape, providing customers with a myriad of options to shop from the comfort of their homes. Ansong these platforms, Flipkart has emerged as a prominent player, offering a wide range of products across various categories, coupled with competitive pricing and efficient delivery services. Statement of the Problem: Despite the convenience and benefits offered by online shopping platforms like Flipkart, there exists a need to understand the factors that contribute so customer satisfaction. Identifying these factors is crucial for Flipkart to enhance its services and maintain its competitive edge in the market.

Security

Security is another dominant factor which affects consumers to shop online. However, many internet users avoid online shopping because of conditions like card fraud, privacy factors, non-delivery risk, post-purchase service and so on. But transaction security on the online shopping has received attention. Safe and secure transaction of money and credit card information increases trust and decreases transaction risk. In 1995, UK has introduced Fraud-free electronic shopping and later on Europe and Singapore introduced secured electronic transaction (SET). According to Bhatnagar and Ghosh (2004), Security is one of the attributes which limits buying on the web as they claim that there is a large segment of internet shoppers who don't like to buy online because of their thinking about the security of their sensitive information.

Website design/feature

Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website reliability/fulfilment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying (Sherrill & Chen).

Kamariah and Salwani claim that the higher website quality, the higher consumer intends to shop from internet. Web design quality has important impacts on consumer choice of electronic stores, stated by Liang and Lai. Website design is one of the important factors motivating consumers for online shopping. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website. If a website is designed with quality features, it can guide the customers for successful transactions and attract the customers to revisit the website again. However, worse quality website features can also hamper online shopping. According to Liang and Lai (2000), web design quality or website features has a direct impact on user to shop online.

CHAPTER-2
COMPANY PROFILE

COMPANY PROFILE

Flipkart



Founded in October 2007, Flipkart is one of India's leading e-commerce marketplaces, with headquarters in Bengaluru. Flipkart was founded by Sachin Bansal and Binny Bansal and the company initially started as an online book store. Later, as the company's popularity grew, it also started selling other items such as music, movies and mobile phones. As the e-commerce revolution gained momentum in India, Flipkart grew at an accelerated pace and added several new product ranges in its portfolio. As of now, the company offers more than 80 million products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, etc.

Flipkart has 100 million registered users and more than 100 thousand sellers on its e-commerce platform. The company has invested in 21 state-of-the-art warehouses to ensure prompt delivery to its customers. The Flipkart website attracts 10 million page hits every day and around 8 million shipments are processed every month. Flipkart has also introduced its mobile app, which has become quite popular, with more than 50 million app users. Flipkart is a billion dollar company and its valuation in 2016 was Rs 15,129 crore (US\$2.3 billion). It employs more than 33,000 people.

History: Flipkart started as an online bookstore in October 2007. The founders Sachin Bansal and Binny Bansal left their jobs at Amazon.com to launch their own company. It was a risky move, since the e-commerce sector in India was mostly non-existent at that time and there was no certainty about its future. However, the founders took the risk and now it has turned out to be a huge success. One of the major problems that Flipkart tackled during its initial years was online payments. At that time, people in India were averse to make online payments to a virtual store. Flipkart solved the problem by launching its 'Cash on Delivery' service, which helped build confidence among online buyers. Flipkart also made significant efforts to improve the supply chain system, which helped the company to ensure timely delivery to customers. In 2013, the company created a record by selling one lakh books on a single day. In 2016, Flipkart had crossed the 100 million mark in registered customers.

Funding: Flipkart has received more than \$ 4.5 billion in funds till date, with the biggest funding coming in July 2014 worth \$ 1 billion and in April 2017 worth \$ 1.4 billion. Some of the top investors in Flipkart include Naspers, Stead view Capital, Tiger Global Management, DST Global, Accel Partners, Dragoneer Investment Group, Baillie Gifford, GIC, Greenoaks Capital, ICONIQ Capital, Microsoft, Morgan Stanley, Qatar Investment Authority, and Sofina.

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, Phone Pe, Ja bong, Letsbuy.com, We Read, Mime360, chakpak.com, Appiterate, FX Mart, and g pay. The most recent acquisition was Snap deal 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.

About the Founders: Flipkart founders Sachin Bansal and Binny Bansal are both IIT graduates. Both come from Chandigarh, but they are not relatives, even though they share the same last name. It was Sachin Bansal that got Binny Bansal to join Amazon.com, but later they both quit and decided to launch Flipkart. Sachin Bansal is now the Executive Chairman of Flipkart whereas Binny Bansal has been promoted to the Chief Executive Officer (CEO).

PRODUCT OF COMPANY

[Flipkart](#) is an online marketplace that sells a wide variety of products, including electronics, books, apparel, home goods, and more.

It's one of India's largest e-commerce sites and has specific guidelines to ensure that all sellers' photos meet these standards.

Customers can browse and purchase items through the website or mobile app. Flipkart also offers services such as doorstep delivery, payments on delivery, and the exchange of defective products.

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, two IIT Delhi graduates. Today, the company has a presence in many countries around the world.

The screenshot displays the Flipkart homepage with a blue header containing the logo, search bar, and navigation links. Below the header, there are two main promotional banners. The first banner, titled 'Best of Electronics', features a grid of product categories: Projectors (ZEBRONICS, From ₹9999), Projector (Egate, From ₹6990), Best of Hair Dryers (realme, Philips & more, From ₹499), Printers (HP, From ₹3999), and Top Mirrorless Cameras (Canon, Sony, Fujifilm, Shop Now!). The second banner, titled 'Beauty, Food, Toys & more', features: Remote Control Toys (Up to 80% Off, Buy Now!), Tyres (Apollo, Bridgestone, Ceat and, From 799), Top Selling Stationery (Pens, Notebooks & more, From ₹49), Soft Toys (Stuffed Toys, Plush Toys & more, Upto 70% Off), and Premium Non-Geared Cycles (Hercules, Hero & More, Up to 40% Off).

Top 10 Most Profitable Products To Sell Online at Flipkart

Flipkart is India's leading e-commerce platform that provides all kinds of products, be it fashion, personal care, health and wellness, electronics and home decor, for shoppers to buy everything and anything. This creates an opportunity for sellers to display their catalogues and reach millions of customers across India. To help business owners enter, grow or take their brand to the next level, here are the most profitable products to sell online at Flipkart.

Decoration Lights

Whether it is for the festive season, a special occasion or to adorn your studio space, the demand for these home decor accents sees upward trends from time to time. These are the most profitable products to sell online, especially during festive sales.

Wall Decor

From DIY to statement pieces, there has been a massive shift towards home decor in India. Shoppers are looking for aesthetically pleasing items, such as paintings, shelves, photo frames and more, to beautify their homes. This creates a golden opportunity for sellers to fulfil the need and yield higher returns on these most profitable products to sell online.

Curtains & Bedsheet

Functional, essential and elegant home furnishing items are perfect for entering the market and growing business. These pieces are regularly updated in Indian homes, so there is continuous demand, making them one of the most profitable things to sell.

Locks & Latches

Security is a top concern for many Indians, hence selling locks and latches can be an ideal category to start a business. These are the most profitable products to sell online, essential for securing homes and offices, which is why they have high demand.

Bottles & Containers

Many home and kitchen essentials are gaining popularity and growth, from healthy living to proper storage organisation. Wardrobe organisers, bottles and spice containers are some of the most profitable products to sell online under this category.

Clothes

Fashion apparel, be it jeans and T-shirts, dresses or co-ord sets, there is a huge demand for stylish and comfortable clothing. As a seller, these are high margin products to sell online that you can begin your journey with. From basic to trendy fashion items, there is a wide range of varieties to offer and draw customers

Bicycle & Cycle Accessories

These are another set of most profitable products to sell online that are experiencing a surge in demand. From kids to adults and gear to non-gear, there is a broad customer base to reach and make a name in this market. Cycle accessories, such as helmets, lights, locks, bells, etc.

Inverter Batteries

From homes to workplaces, these are the most common power backup solutions in India. This allows sellers to showcase their products on e-commerce platforms and draw more customers to buy inverter batteries to safeguard their spaces against power outages.

Air Coolers & Fans

India experiences hot and humid weather most of the year. This has taken the selling rate of coolers and fans by storm, making them the most profitable products to sell online.

Hand Blenders

From cutting and chopping to grinding and blending, this everyday kitchen gadget has become essential in Indian households. This makes hand blenders a smart choice for new sellers. Besides hand blenders, many other kitchen gadgets and accessories, such as toasters, strainers, etc., are also a part of this list of the most profitable products to sell online

CHAPTER-3

PROBLEM DEFINATION

Problem Definition

Customer perception is defined as the way that customers usually view or feel about certain services and products. It can also be related to customer satisfaction which is the expectation of the customer towards the products. When a customer purchases a service, the attitude of the customer is the function of Value, Quality and the satisfaction level of the customer. The value of the service is determined as the price or time he is going to spend for a particular service. Customer testifies the quality of a service, either by his own past experience or by the communication of the service provide. After the consumption of the service the customer measures the satisfaction level he gets from consuming the service.

Thus the customer perception regarding a service is framed by:-

1. The value of the service.
2. The quality of the service.
3. The satisfaction level from the service. Since the optimum level of the Value, Quality, Satisfaction from a service is always acceptable to the customer

CHAPTER-4

RESEARCH DESIGN

Research Design

Research means different things to different people and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. —The procedural frame work within which the research is conducted is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry. The quantitative paradigm on the other hand intends to gain a deeper understanding, knowledge and insight into a particular situation or phenomenon, by providing answers to questions of how? rather than 'what?'. Unlike qualitative research which occurs in natural settings, quantitative research is where hypotheses are established.

Data collection

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done. The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

Sample technique

Choosing a study sample is an important step in any research project since it is rarely efficient, practical, or ethical to study whole populations. In this study the sampling strategy used is convenient sampling. The sample size is 50-55. A small part of something intended as representative of the whole, or a subset of a population. In this research simple random sampling is being used.

Data collection

The data collection would be

: PRIMARY DATA : Questionnaire

: SECONDARY DATA : Journals, Internet, newspaper etc.

Sample design

Online customers of Bangalore city are included under this research and tell their satisfaction level.

Data source

Both Primary and Secondary source of data would be used .The major type of information is used from primary data.

NEED OF STUDY

1. Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver
2. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology
3. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work
4. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyse who the consumers are satisfied out of the online services.

OBJECTIVES OF STUDY

1. To discover the key factors that influence online buying behaviour of consumers in India
2. To understand the customer awareness on Flipkart.com
3. To determine the factors responsible for customer satisfaction
4. To identify who are the online shoppers in terms of demography

LIMITATION:

1. The study is based upon the consumer behavior of online shopping
2. The results of the questionnaire will rely on the information given by the respondents which may be biased
3. Study is limited in sample size
4. There is a limited time frame
5. The Limit in accessing the population for collecting data.
6. The lack of time to carry out a survey.
7. The lack of funding necessary to carry out a survey.
8. The lower priority for carrying out a survey because of competing urgent tasks.

HYPOTHESIS

- Null Hypothesis: There is significant difference in the services of Flipkart on customer Satisfaction
- Alternative Hypothesis: There is no significant difference in the services of Flipkart on customer satisfaction

CHAPTER-5
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Primary data

Data collected specifically for the research project undertaken is the definition of primary research as provided by Saunders et. al. Primary data is generally originated by any researcher to address any specific problem or issue at hand, where the only drawback is that it can be expensive and time-consuming. The various ways of gathering primary data are through surveys, focus group and observations. In this study, the primary data is collected through well-formed questionnaire with the help of digital survey. The questionnaire consists of quantitative and qualitative multiple-choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

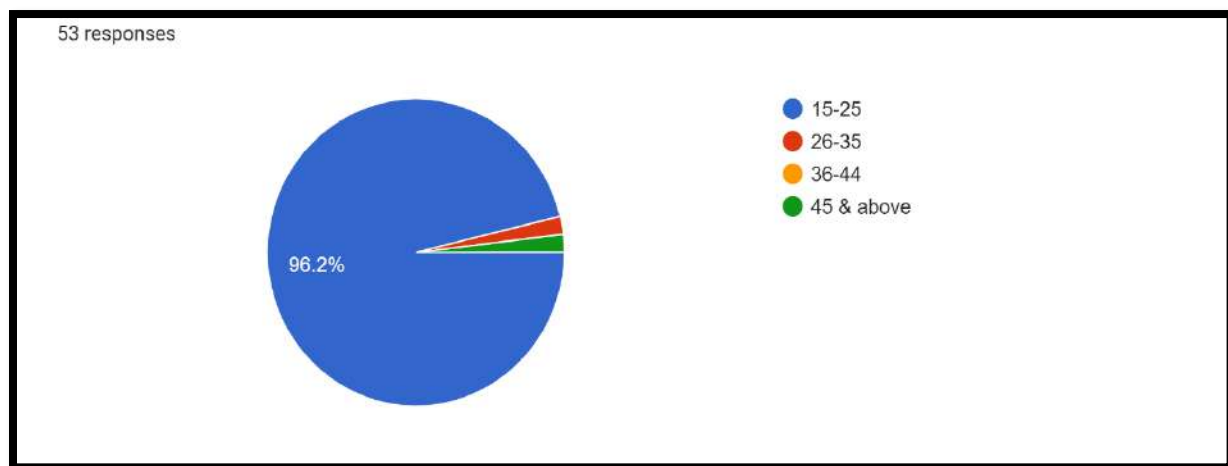
Secondary Data

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data. The data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of 12 secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumer on online shopping. Thus the study carried out has analysed the primary data with the rationale and validation of the present secondary data.

CHAPTER-6
DATA ANALYSIS
AND
INTERPRETATION

AGE CLASSIFICATION

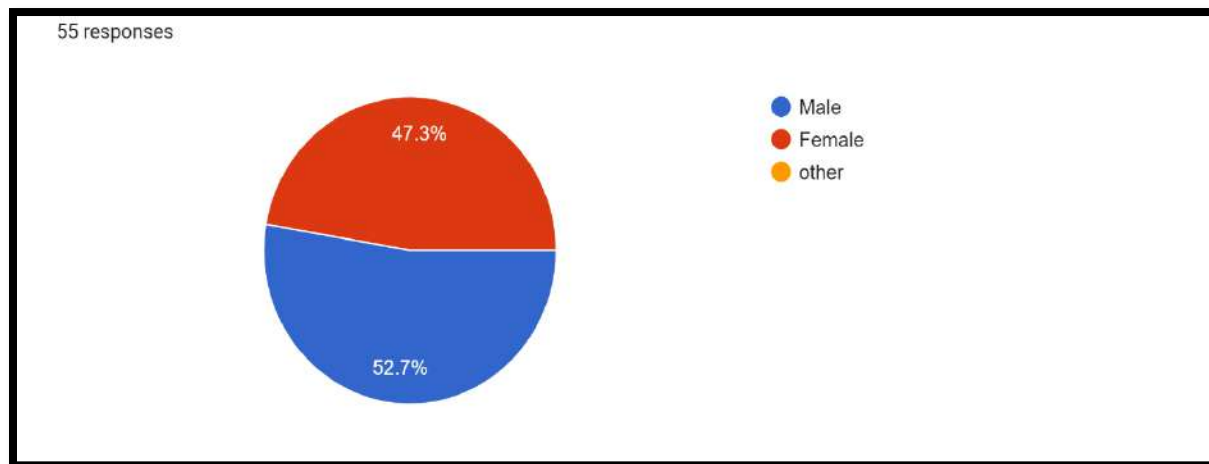
AGE	NO. OF RESPONDENT	PERCENTAGE
15 -25	51	96.2%
26- 35	1	1.9%
36- 45	0	0%
45 &Above	1	1.9%

**INTERPRETATION**

The above table chart showing 51(96.2%) are of age 15-25 and 1(1.9%) are of age 26-35 and 1(1.9%) are of age 45& above.

GENDER CLASSIFICATION

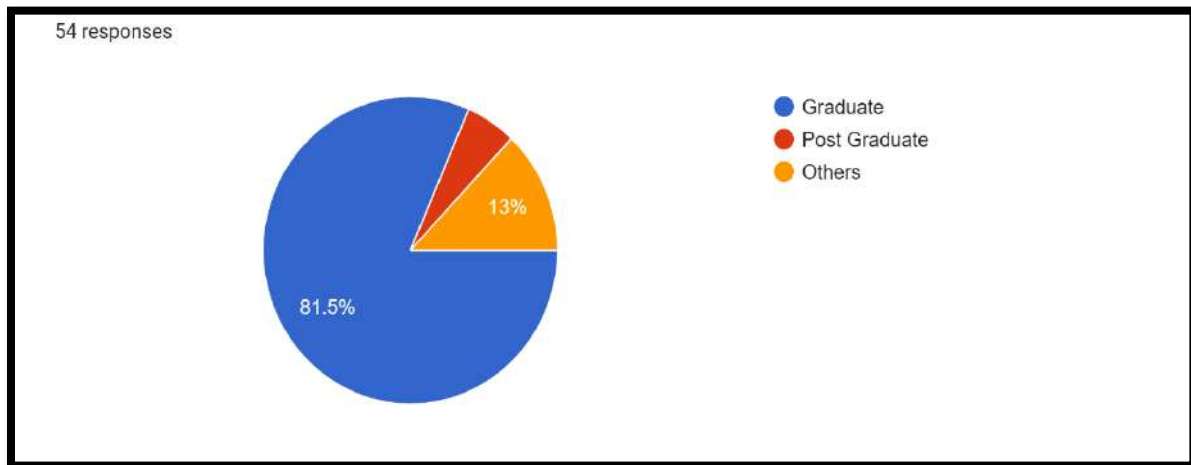
PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
MALE	28	51.9%
FEMALE	26	48.1%
OTHERS	0	0%
TOTAL	54	100%

**INTERPRETATION**

The above table chart showing male gender no of respondent 28(51.95%) are of female gender 26(48.1%) are other 0(0%) and total 54(100%)

EDUCATION QULIFICATION

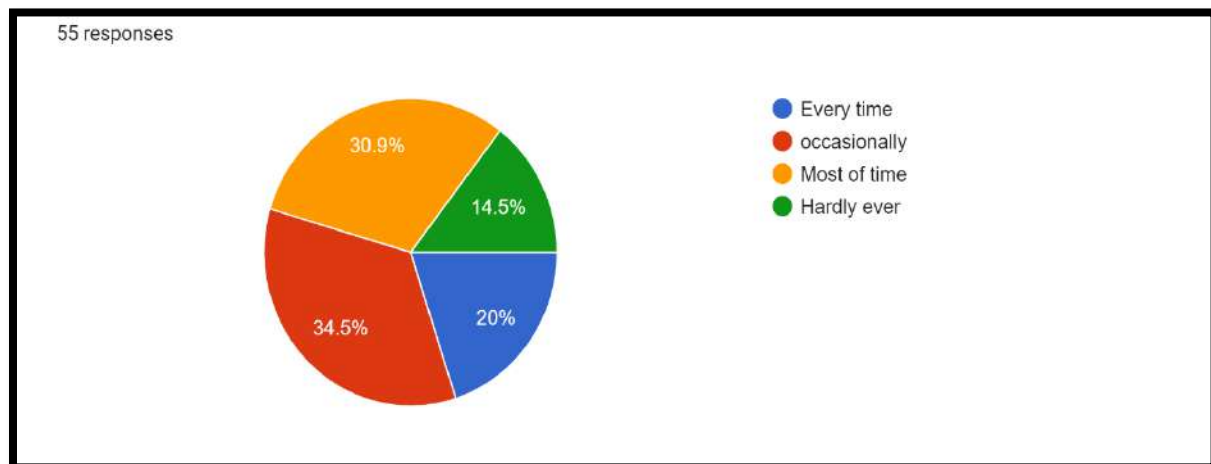
PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
GRADUATE	44	81.5%
POST GRADUATE	3	5.6%
OTHERS	7	13%
TOTAL	54	100%

**INTERPRETATION**

The above table and chart shows that there are 44(81.5%) responded are graduate , 3 (5.6%) respondents are post graduate , 7(13%) responded are others,7(13%)and total 54(100%)

Frequency of using flipkart.com while online purchasing?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
EVERY TIME	11	20%
OCCASIONALLY	19	34.5%
MOST OF TIME	17	30.9%
HARDLY EVER	8	14.5%

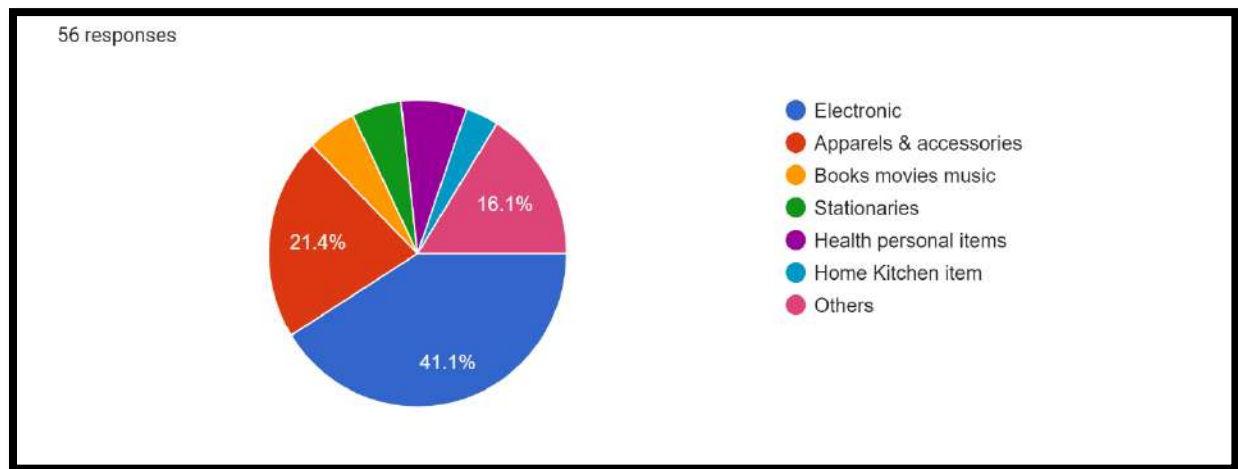


INTERPRETATION

The above table and chart shows that there are every time, 11(20%) responded are occasionally,19 (34.5%) respondents are most of time, 17(30.9%) responded are hardly ever,8(14.5%)

Category that mostly prefer to buy from Flipkart.com?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
ELECTRONICS	23	41.8%
APPARELS & ACCESSORIES	11	20%
BOOKS MOVIES MUSIC	3	5.5%
STATIONORIES	3	5.5%
HEALTH PERSONAL ITEMS	4	7.3%
HOME KITCHEN ITEM	2	3.6%
OTHERS	9	16.1%

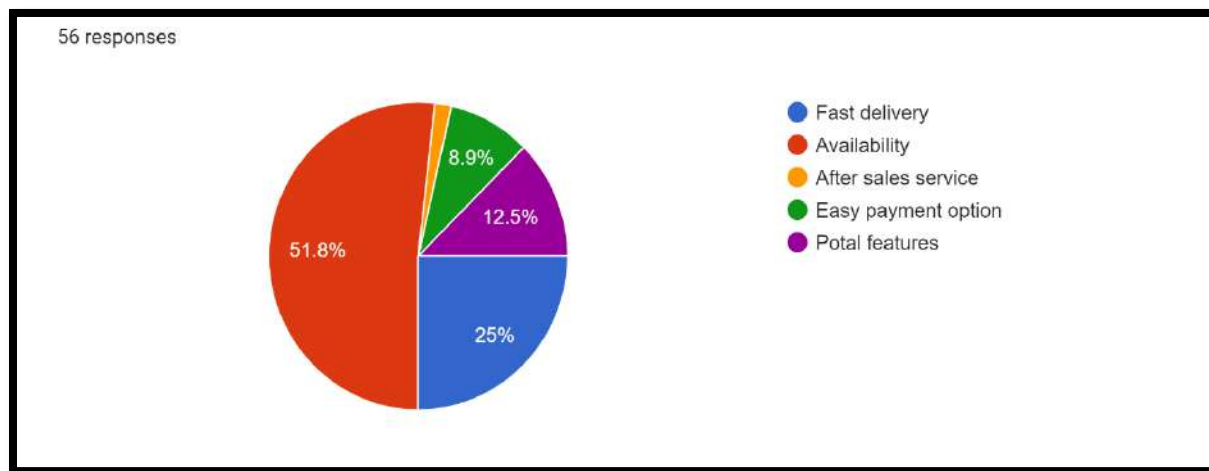


INTERPRETATION

The above table and chart shows that there are electronics, 23 (41.8%) respondents are apparels & accessories, 11 (20%) respondents are book movie music, 3 (5.5%) respondents are stationaries, 3 (5.5%) respondents are health personal item, 4 (7.3%) home kitchen item, 2 (3.6%) others, 9 (16.1%).

Reason for customer's preference on Flipkart.com than others?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
FAST DELIVERY	14	25%
AVAILABILITY	29	51.8%
AFTER SALES SERVICE	1	1.8%
EASY PAYMENT OPTION	5	8.9%
POTAL FEATURES	7	12.5%

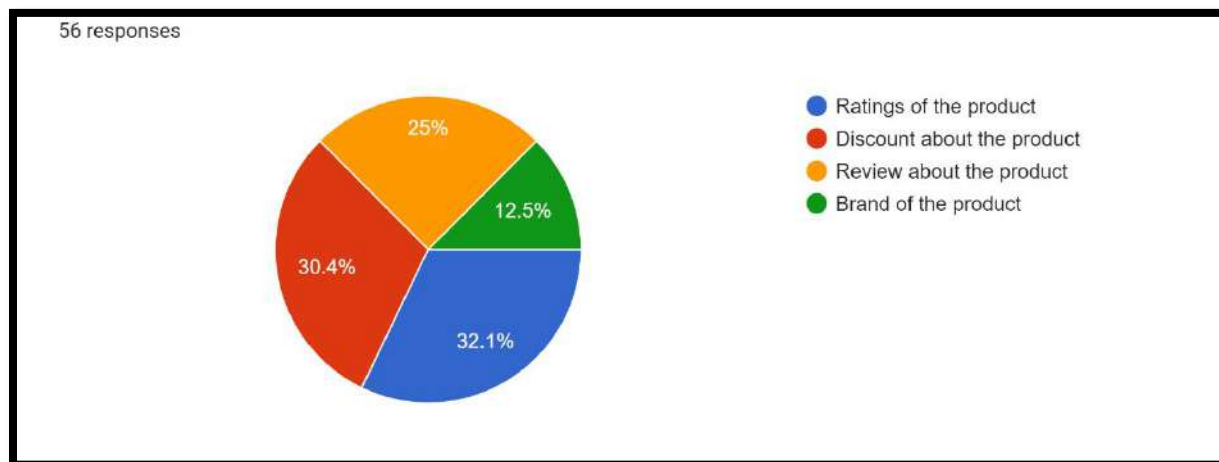


INTERPRETATION

The above table and chart shows that there are, fast delivery 14(25%) responded are availability 29(51.8%) respondents are after sales services, 1(1.8%) responded are easy payment option, 5(8.9%) respondents are potal features, 7(12.5%).

Product selection from the categories given by Flipkart.com Table?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
RATINGS OF PRODUCT	18	32.1%
DISCOUNT ABOUT THE PRODUCT	17	30.4%
REVIEW ABOUT THE PRODUCT	14	25%
BRAND OF PRODUCT	7	12.5%

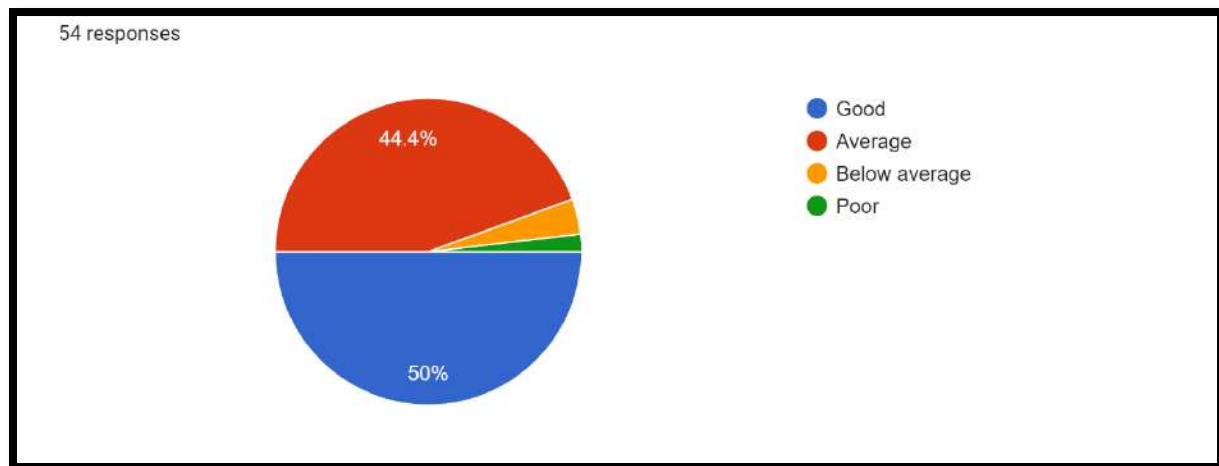


INTERPRETATION

The above table and chart shows that there are rating of product, 11(20%) responded are discount about the product, 17(30.4%) respondents are review about the product, 14(25%) responded are brand of product, 7(12.5%)

Rating of services on Flipkart.com?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
GOOD	27	50%
AVERAGE	24	44.4%
BELOW AVERAGE	2	3.7%
POOR	1	1.9%

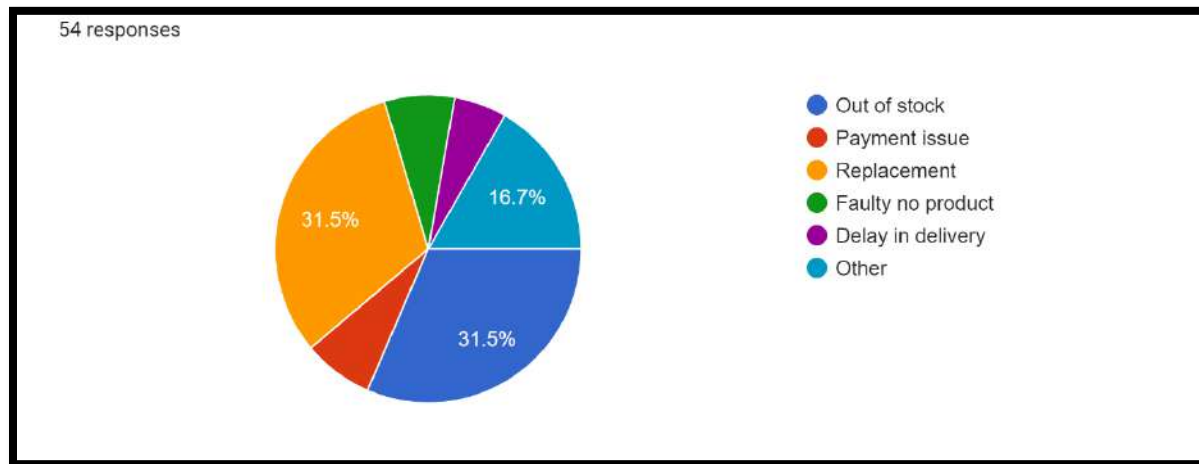


INTERPRETATION

The above table and chart shows that there are good, 27 (50%) responded are average, 24 (44.4%) respondents are below average, 2 (3.7%) responded are poor, 1 (1.9%)

Issues faced by customers while shopping in flipkart.com?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
OUT OF STOCK	17	31.5%
PAYMENY ISSUE	4	7.4%
REPLACEMENT	17	31.5%
FAULTY NO PRODUCT	4	7.4%
DELAY IN DELIVERY	3	5.6%
OTHERS	9	16.7%

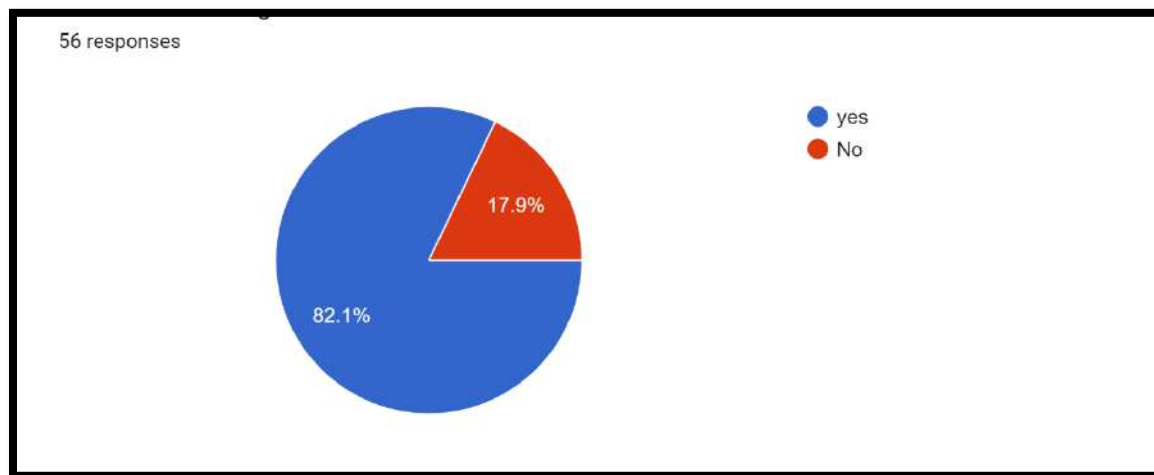


INTERPRETATION

The above table and chart shows that there are out of stock, 17(31.5%) responded are payment issue, 4 (7.4%) respondents are replacement, 4(7.4%) responded are faulty no product, 4(7.4%) responded are delay in delivery, 3(5.6%) responded are others 9(16.7%)

Recommending this website to others?

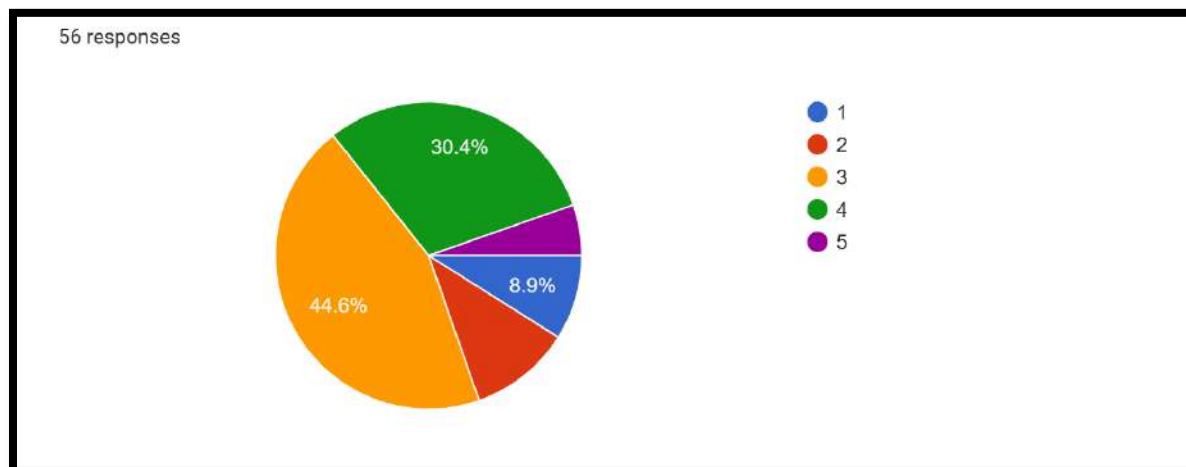
PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	46	82.1%
NO	10	17.9%

**INTERPRETATION**

The above table and chart shows that there are yes responded are 46 (82.1%) and no responded are 10 (17.9%) .

Customer's rating about services on Flipkart.com?

NO. OF RATINGS	NO. OF RESPONDENT	PERCENTAGE
1	5	8.9%
2	6	10.7%
3	25	44.6%
4	17	30.4%
5	3	5.4%

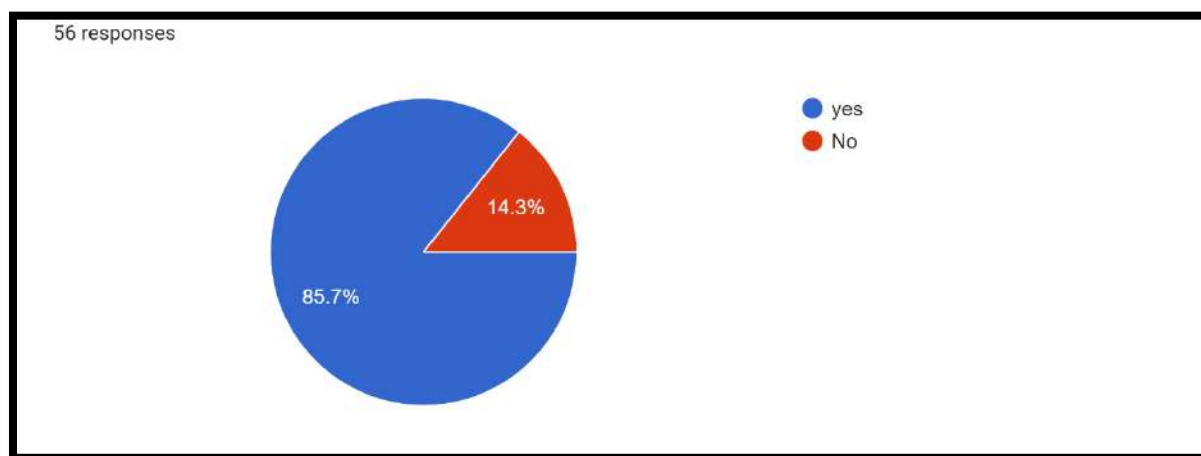


INTERPRETATION

The above table and chart shows that there are , no of rating one 5(8.9%) responded are rating two,6(10.7%) respondents are rating three,25(44.6%) responded are rating four,17(30.4%) responded are five,3(5.4%)

Satisfaction of customers while Flipkart services are used?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE
YES	48	85.7%
NO	8	14.3%

**INTERPRETATION**

The above table and chart shows that there are yes responded are 48 (85.7%) and no responded are 8 (14.3%) .

CHAPTER-7

FINDINGS & SUGGESTION

FINDINGS

1. Majority of respondents are satisfied by good quality products are available, with timely delivery, satisfied by purchase return policy and also payment security of Flipkart.
2. Majority of respondent are highly satisfied as latest product information is available to them, variety of brand choice is also available in the website of Flipkart.
3. Some respondent feels that after sale service are not up to the mark in Flipkart.
4. Frequency of purchase is more among Men. Word of mouth was more influential in promotion as many people was made aware by their friends.
5. Most of the customer are satisfied with the services of Flipkart and are willing to recommend them to make purchases from Flipkart.
6. Except packaging and warranty, all others are considered important in the decision making of online purchases.
7. Almost all the factors that Flipkart is focusing onto are of high importance to the customer.
8. The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.

SUGGESTIONS

1. The online shopping lacks in after sales service that leads to less number of online shopping customers.
2. The products that require after sales service should avail the facility to attract more number of online customers
3. Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping
4. Company should improve there payment security for the customers

CHAPTER-8

CONCLUSION

CONCLUSION

The thorough study is based on the consumer behaviour analysis which serves a great idea of a regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation. The Overall Brand Value of Flipkart is good, but it is facing some tough competition from its global competitors like E bay and Amazon. Talking about domestic market i.e India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going &shopping from physical store to online stores, which is magnificent! Be very focused on consumers and build amazing experiences for the customers.

CHAPTER-9
BIBLIOGRAPHY

BIBLOGRAPHY

WEBSITES:-

www.flipkart.com

www.ijrpr.com

www.eprajournal.com

www.chartgpt.com

CHAPTER-10

ANNEXURES

ANNEXURES

Name of Customer: -----

Designation: -----

QUESTIONNAIRES:

Name:-

Age:-

Gender:-

Educational qualification:-

Frequency of using Flipkart.com while online purchasing?

- A) Every time
- B) Occasionally
- C) Most of time
- D) Hardly ever

Category that mostly prefer to buy from Flipkart.com?

- A) Electronic
- B) Apparels & accessories
- C) Books movies music
- D) Stationaries
- E) Health, personal items
- F) Home kitchen items

Reason for customer's preference on Flipkart.com than others?

- A) Fast delivery
- B) Availability
- C) After sales service
- D) Easy payment option
- E) Potal features

Product selection from the categories given by Flipkart.com:Table ?

- A) Ratings of the product
- B) Discount about the product
- C) Review about the product
- D) Brand of the product

Rating of services on Flipkart.com?

- A) Good
- B) Average
- C) Below average
- D) poor

Issues faced by customers while shopping in Flipkart.com?

- A) Out of stock
- B) Payment issue
- C) Replacement
- D) Delay in delivery
- E) Faulty no product
- F) No issue
- G) other

Recommending this website to others?

- A) Yes
- B) NO

Customer's rating about services on Flipkart.com?

- A) 1
- B) 2
- C) 3
- D) 4
- E) 5

Satisfaction of customers while Flipkart services are used?

- A) Yes
- B) No