

GOLDEN RESEARCH THOUGHTS

A STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS ONLINE SHOPPING ON FLIPKART IN COIMBATORE DISTRICT



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Abstract :

“It is not the employer who pays the wages. Employers only handle the money. It is the customer who pays the wages”. - Henry Ford

Customer Satisfaction is very big challenge now days, especially in current scenario they are very much aware about all things which are related with shopping, Preferences refer to certain characteristics any consumer wants to have in a good or service to make it preferable to them. Preferences are the main factors that influence consumer demand. Economists study preferences to perceive the demand for each commodity and the future implications it may cause. Customer satisfaction is a term measure of how products and services supplied by a company meet or surpass customer expectation.

Keywords: Customer Preference , Customer Satisfaction , electronics.

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INTRODUCTION

The act of purchasing products or services over the Internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. – Investopedia.

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was founded by Sachin Bansal and Binny Bansal in 2007. Flipkart is not an Indian company, since it is based in Singapore, and majority of its shareholders and investors are foreigners. Flipkart focused on online sales of books, but it later expanded to electronic goods and a variety of other products. They're present across various categories including movies, music, games, mobiles, cameras, computers, healthcare and personal products, home appliances and electronics. Flipkart offers multiple payment methods like credit card, debit card, net banking, e-gift voucher and Cash on Delivery. , a 30-day replacement policy, EMI options, free shipping and of course the great prices that they offer. Then there's dedicated Flipkart delivery team that works round the clock to personally make sure packages reach on time. Flipkart.com has also widened its foray by entering into the emerging digital content market with the recent launch of Flyte, the digital music store & is still continuing to enlarge its product portfolio. It is now one of the leading e-commerce players in India, currently ranks at the top 20websites in India, spread in 37 cities, with 11.5 million plus book titles, 14 different categories, 3 million plus registered users and sale of 30000 items a day.

STATEMENT OF THE PROBLEM

Analysis of Customer preference and satisfaction on online shopping on Flipkart. Basically it is important to investigate the motivation behind consumer purchase but it is equally important to find preference and satisfaction towards online buying because consumer preference towards purchasing online is a conspicuous factor affecting actual buying behavior. One of the researches is to work on factors that influence customers to buy online from Flipkart.com, and have decided to study four factors such as convenience, time saving, Website features, and security. And along with this the study for out of stock on highly discounted items also will be done. However, customer's willingness to purchase online could be affected by one's individual needs and these needs can be need for cognition'. Taking these aspects into account, a survey is conducted to know the preference and satisfaction on online shopping on Flipkart.com.

OBJECTIVE OF THE STUDY

- To analyze consumers preference on flipkart.
- To access the consumers satisfaction level towards flipkart.
- To find out most preferred product by consumers in the flipkart.
- To know the preferred payment method by consumers on Flipkart.

RESEARCH METHODOLOGY

This is based on collection of primary data through questionnaire method from 110 respondents of flipkart users in Coimbatore. In this study the consumers preferences relating other online shopping websites were described with the help of percentage analysis were made.

RESEARCH DESIGN

The research design choose is descriptive as the study reveals the state of fact existing. Descriptive research studies are the those studies which are concerned with describing the characteristics of a particular individual or a group of study is concerned whether certain variable are associated with the study.

SAMPLING DESIGN

The method of sampling adopted is simple random sampling and it was much careful to ensure that the sample represents the whole area of the study. A sample of consumers 110 has been selected for the study by using simple random sampling method.

Sample size

The sample size is 110.

Source of data

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•Primary data

The structured questionnaire technique has been used for the collection of primary data from the respondents.

•Secondary data

The previous study has been concluded as a review of literature from journals and magazines etc.

Tools used

As the questions generate direct information the data were analyzed using statistical tool namely simple percentage.

Simple percentage

Simple percentage analysis refers to a ratio with the help of absolute figures it will be difficult to interpret any meaning from the collected data, but when percentage are found out then becomes easy to find the relative difference two or more attributes.

No. of respondents

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

Total no. of respondents

LIMITATIONS OF THE STUDY

- The study was limited to only the geographical area limited in Coimbatore. Therefore the findings of study cannot be extended to the other areas.
- The study is mainly concentrated on Flipkart.com
- The sample of the size will be limited to time and resources.
- The result is assuming that respondents may not given accurate information.

ANALYSIS AND INTERPRETATION

Table Showing Gender Wise Classification

S. no	Particulars	No of respondents	Percentage
1.	Male	47	43
2.	Female	63	57
3.	Total	110	100

Interpretation

The above table shows that the gender wise classification. Out of 110 respondents 43 percent of the respondents were male and 57 percent of the respondents were female.
 From the above table it is inferred that 57 percentage of respondents are female.

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Table Showing Age Wise Classification

S. no	Particulars	No of respondents	Percentage
1.	Below 20 years	39	36
2.	21-30	41	37
3.	31-40	19	17
4.	Above 40 years	11	10
5.	Total	110	100

Interpretation

It is clear from the above table that out of 110 respondents, 36 percent were coming under the age group of below 20 years, 37 percent under the age group between 21-30 years, 17 percent under the age group between 31-40 years and 10 percent respondents come under the age group of above 40 years.

From the above table it is inferred that 37 percentage of respondents are under the age group 21-30.

Table Showing Monthly Income Details

S. no	Particulars	No of respondents	Percentage
1.	Below 20 years	39	36
2.	21-30	41	37
3.	31-40	19	17
4.	Above 40 years	11	10
5.	Total	110	100

Interpretation

It is observed from the above table showing the monthly income of the respondents, as such 17 percent of the respondents were under the income detail below Rs. 15000, income of 35 percent respondents were between Rs. 15000 – Rs. 20000, as follows 15 percent comes under income above Rs. 20000 and the 33 percent respondent comes under the detail not applicable. From the above table it is inferred that 35 percent respondent comes under an income level between Rs. 15000 – Rs. 20000.

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Table Showing Reason of Preference To flipkart

S. no	Particulars	No of respondents	Percentage
1.	Convenience	26	24
2.	Wide range availability	32	29
3.	Low price	35	32
4.	Unavailability in store	17	15
5.	Total	110	100

Interpretation

The above table shows that about 110 respondents, 24 percent of the respondent prefer flipkart for the reason of convenience, 29 percent prefer for wide range availability, 32 percent of the respondent prefer because of the reason low price, and 15 percent respondent say the reason as unavailability in store nearby.

From the above table it is inferred that 32 percentage of the respondent prefer flipkart because of the reason low price.

Table Showing Preferred Products In Flipkart

S. no	Particulars	No of respondent	Percentage
1.	Books	18	8
2.	Electronics	65	29
3.	Electrical appliances	25	11
4.	Fancy items (watch, bag, clothing, etc)	66	30
5.	Stationary	26	12
6.	Beauty and health care	22	10
7.	Total	222	100

Interpretation

The above table shows that 8 percent of the respondent prefer to buy books, electronic goods are preferred by 29 percent, followed by 11 percent respondents prefer buying electrical appliances, such as maximum of 30 percent respondent prefer fancy items, stationary items are preferred by 12 percent of them and the remaining 10 percent respondents prefer beauty and health care products in flipkart. From the above table it is inferred that 30 percentage of the respondent prefer fancy items(watch, bag, clothing, etc).

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Table Showing Satisfaction Level Of Flipkart

S. no	Particulars	No of respondents	Percentage
1.	Very satisfied-no problem	42	39
2.	Somewhat satisfied	61	55
3.	Not satisfied-more problems	7	6
4.	Total	110	100

Interpretation

The above table shows the satisfaction towards flipkart, 42 percent respondent are very satisfied they have no problem in flipkart, 61 percent of the respondents are somewhat satisfied and remaining 6 percent of them were not satisfied with flipkart they have more problems in shopping. From the above table it is inferred that 55 percentages of the respondents are somewhat satisfied with flipkart.

Table Showing Preferred Payment Method Details

S. no	Particulars	No of respondents	Percentage
1.	Cash on delivery	91	71
2.	Credit card	13	10
3.	EMI	5	4
4.	Debit card	8	6
5.	Net banking	11	9
6.	Total	128	100

Interpretation

The above table reveals that 71 percent respondent prefer to make their payment in flipkart through cash on delivery, followed by 9 percent respondent prefer credit card, EMI is preferred by 4 percent of the respondents, as such 6 percent of prefer paying through debit card and net banking is preferred by 9 percent of the respondents.

From the above table it is inferred that 71 percent of respondents prefer cash on delivery.

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Table Showing Preference to Other Shopping Sites

S. no	Particulars	No of respondents	Percentage
1.	Snap deal	66	37
2.	EBay	32	18
3.	Amazon	43	24
4.	Jungle	19	11
5.	Yep me	7	4
6.	Shop clues	5	3
7.	Teleshopping	4	2
8.	Naptol	2	1
9.	Others	178	100

Interpretation

The above table shows the details of the other shopping sites preferred by the respondents. As such maximum of 37 percent of the respondent shop in snap deal, eBay is preferred by 18 percent of them, 24 percent of respondent shop in Amazon, 11 percent prefer jungle, 4 percent of respondent shop in yep me, 3 percent comes under shop clues site, teleshopping is preferred by 2 percent and at a minimum of 1 percent prefer naptol.

From the above table it is inferred that 37 percentages of the respondents prefer snap deal as an next shopping option.

FINDINGS

The following are the major findings of the present study.

- From the table showing gender wise classification, it is inferred that 57% respondents are female.
- From the table showing age wise classification, it is inferred that 37% of the respondents are under 21- 30 years.
- From the table showing monthly income, it is inferred that 35% respondents have their monthly income between Rs.15000-Rs.20000.
- From the table showing reasons of preference to flipkart, it is inferred that 32% respondent prefer flipkart because of low price.
- From the table showing preferred products if flipkart, it is inferred that the 30% respondents prefer to buy fancy products (watch, bag, clothing, etc).
- From the table showing satisfaction level of flipkart, it is inferred that 55% of the respondents are somewhat satisfied with flipkart.
- From the table showing preferred payment method detail, it is inferred that 71% of the respondents prefer to pay cash on delivery.
- From the table showing preference to other shopping sites, it is inferred that 37% of the respondents prefer snap deal.

SUGGESTIONS

- Based on the findings, Most number of females are using online , we promote the offers , discounts , varieties in products especially in cloth items to Men's also.
- To create the image and awareness in the mind of middle age and old age peoples about offers and reliability measures in flipkart.
- To show difference in prices, varieties, brands in the products while compare with other online stores.
- To contribute the money and effort in social activities for the people, with the help of that we can retain and create social image among the people's Mind.

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- To create the question and answer in the customers mind that Why we are preferring Flipkart among the other alternatives through their uniqueness, offers and variance in approach.
- To develop the home among the customer that the products and cloths will be refund and easy to return and cash get back immediately because most of the people hesitate to step in to the online stores due to fear in damage and unfit goods.

CONCLUSION

The thorough study is based on the consumer's preference and satisfaction on flipkart which serves a great idea 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 Snap deal, EBay 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.