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REPORT



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ORIGINAL ARTICLE

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

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Saranya. W

ABSTRACT

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.

Article Indexed in



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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.

A Good Introduction :-

Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.

Materials

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.

A Good Materials :-

Materials may be accounted for in a different passage or else they may be distinguished alongside your systems. In biosciences we habitually work with arrangements - allude to them by name and portray totally, including convergences of all reagents, and pH of watery arrangements, dissolvable if non-fluid.

Result

Must add result in your article.

A Good Result :-

Results are as per aims and objective and useful to further research .

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.

A Good Conclusion :-

You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target. Clarify the majority of your perceptions however much as could be expected, concentrating on systems.

References

Must add reference in your article.

A Good References :-

Must add otherwise it will not consider as article.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn	✓				
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)	✓				

FUTURE RESEARCH PLANNING:

1. Innovation for Tomorrow’s Enterprise – Research Areas: Digital consumers, Healthcare economy, Sustainable tomorrow, Emerging economies, Pervasive computing, Smarter organizations.
2. Certificate Courses in Commerce
<http://targetstudy.com/courses/commerce/#CertificateCoursesInCommerce>
3. International Conference on Franchising - A Gateway for Growth on 6th and 7th March 2014 organized by The Department of Commerce

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Editor-in-Chief

REVIEWER COMMENTS

- Thought of these focuses will, I accept, lead to an enhanced report that better shows the key ideas and conclusions.
- Generally, this is a reasonable, brief, and elegantly composed original copy.
- The presentation is pertinent and hypothesis based.
- Sufficient data about the past study discoveries is displayed for perusers to take after the present study method of reasoning and strategies.

Authorized Signature

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