

Customer satisfaction towards flipkart online shopping service in Bilaspur

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Abstract

Innovation brings with itself a new set of challenges. The E-Retailing form of market was fairly something unheard of to the Indian consumer in 2007. Flipkart which has carved a niche for itself in terms of market share, goodwill and popularity in the online market to the extent that retailers are coming under threat because of its discounts and smooth operations. The ascent of Flipkart to capture the online market in India in just four years, the strategies implemented by it to create online business, its ability to stand out among numerous E-Retail sites. This case study aims to understand the marketing strategy, brand awareness, SWOT analysis, functioning of Flipkart. It aims to predict the future roadmap and also aims to find significant threats to Flipkart in the near future.

Keywords: Online shopping, customer satisfaction, flipkart

Introduction

Flipkart an e-Commerce company founded in the year 2007, by Mr. Sachin Bansal and Binny Bansal both alumni of the Indian Institute of Technology, Delhi. They had been working for Amazon.com previously. It operates exclusively in India, where it is headquartered in Bangalore, Karnataka. It is registered in Singapore, and owned by a Singapore based holding company. Started with an initial capital of four lakhs it now aims for annual turnover of around Rs.4500 crores. Flipkart has launched its own product range under the name “Digi Flip”, Flipkart also recently launched its own range of personal healthcare and home appliances under the brand “Citron”. During its initial years, Flipkart focused only on books, and soon as it expanded, it started offering other products like electronic goods, air conditioners, air coolers, stationery supplies and life style products and e-books.

Objective of the study

- To study the origin and development of Flipkart online shopping company. To Analysis the factor influencing the customer satisfaction of the Flipkart online shopping product.
- To offer appropriate finding, suggestion and conclusion.

Overview of flipkart

Online shopping is the process whereby consumers directly buy goods or services from a seller in Realtime, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon. com for new books. However, in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay. com. An online shop, e-shop, e-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and mortar retailer or in a shopping centre.

Table 1: Gender wise classification

S No.	Gender	Number of respondents	Percentage%
1	Male	50	62.5
2	Female	30	37.5
	Total	80	100

Source: Primary Data

From the above table 1 Shows that the out of 80 respondents, the majority 62.5 Percentage are male and 37.5 Percentage are come under the female category

Table 2: Age wise classification

S. No	Age	Number of respondents	Percentage %
1	Up to 20 Years	12	15
2	21 to 30 years	40	50
3	31 to 40 Years	20	25
4	Above 40 Years	8	10
	Total	80	100

Source: Primary Data

The above table 2 present the distribution of the sample employees according to their age group. Out of 80 respondents, the majority of 50 Percentage of respondents comes under the age group of 21 years to 30 years, and second majority of 25 Percentage of respondents comes under the age group of 31 years to 40 years, and Third majority of 15 Percentage of the respondents comes under the age group of up to 20 years, and remaining 10 Percentage of the respondents comes under the age group of Above 40 years.

Table 3: Occupation of the respondents

S. No	Occupation	Respondents	Percentage %
1	Student	22	27.5
2	Self Employed	02	2.5
3	Business man	12	15
4	Government employee	24	30
5	Private employee	14	17.5
6	Professional	06	7.5
	Total	80	100%

Source: Primary data

The table 3 shows that the first level of the occupation in Madurai city 30 percent of government employee, second level of students in 27.5 percent, third and fourth levels are 17.5 percent and 15 percent in private employee and business man, the next final levels are 7.5 and 2.5 in professional and self-employed.

Table 4: Level of price of the respondents

S. No	Particulars	Nurnber of respondents	Percentage %
1	High price	20	25
2	Reasonable price	44	55
3	Low price	16	20
	Total	80	100

Source: Primary Data

The above table 4 clear that out of 80 respondents, 20 respondents are high price, 44 respondents are reasonable price and the remaining 16 respondents are low price.

Table 5: Types of products

S. No	Particulars	Number of respondents	Percentage %
1	Electronic goods	34	42.5
2	House hold goods	20	25
3	Luxury	04	5
4	Mens products	10	12.5
5	Cosrnetics and womens products	10	12.5
6	Others	2	2.5
	Total	80	100

Source: Primary Data

The table 5 inferred that purchase of goods of the respondents, out of 80 respondents, the majority of 34 respondents are purchase electronic goods, 20 respondents are purchase household goods, 10, 10 respondents are purchased men's products, cosmetics and women's products, 4 respondents are purchase the luxury goods and remaining the 2 respondents are purchase others.

Table 6: Reasons for shopping online

S. No	Particulars	Number of respondents	Percentage %
1	Convenience	24	30
2	Discount	20	25
3	Wide range	20	25
4	Unavailable	14	17.5
5	Low price	02	2.5
	Total	80	100

Source: Primary Data

The above table 6 shows that the 24 respondents are convenience preferences, 20, 20 respondents in discount offer and wide range, 14 respondents in invaluable and remaining the final preference in low price.

Conclusion

Over the years, Flipkart has been successful enough to best its rivals in terms of product variety, rates and customer service and strives to sustain its name over the net. Flipkart is no doubt one of the best among all the e-commerce sites in the world but in India it is due to face a high competition in the future. The Indian customer, on the other hand needs to bring about a mental revolution and change the shopping habits from the physical malls to virtual malls, hence saving time, costs and energy and availing myriad benefits that it offers.

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