

Study of customer satisfaction about online products in Nagpur city with reference to Flipkart

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Abstract : *Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangalore, Karnataka. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags. Things are easier said than done! To realize our dreams and that also in such a grand manner is really a tough task. The founders of Flipkart have probably conquered their dreams with the amazing success of Flipkart. Flipkart is something which has really opened up the Indian e-commerce market and that also in a big way. Today the company works with more than 500 suppliers. As on date more than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. A humble beginning from books, Flipkart now has a gamut of products ranging from: Cell phones, laptops, computers, cameras, games, music, audio players, TV's, healthcare products, washing machines etc. etc. Still, Flipkart derives around 50% of its revenue from selling books online. Flipkart is the Indian market leader in selling books both offline and online, it enjoys an online share of around 80%. The electronic items have a large number of players like Naaptol, Letsbuy, Indiaplaza, Tradus, Infibeam, Yebhi etc. The electronic market share is distributed among them in different unknown proportions. India has around 13.5 crore internet users today where as the number of homes with Cable and Satellite (C&S) television is 10.5 crore. The expected internet users will reach a figure of 30 crore by 2014 and C&S homes are expected to be 14 crore by 2014.*

Keywords : *Flipkart, Customer satisfaction, Marketing, Products, Quality.*

I. Introduction

Online shopping is the process whereby consumers directly buy goods 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. Customer satisfaction is the degree to which customer expectations of a product or service are met or exceeded. It is seen as a key performance indicator within business. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for Enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers (look et al., 2008). That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of clicks stats, this growing and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services.

1. Importance and Significance of the Study.

- 1.1. The importance of this study is to examine the customer satisfaction towards Flipkart.com users in Nagpur city.
- 1.2. Also tried to find out various attributes of Flipkart users of Nagpur city towards the online shopping. For this study survey was conducted.
- 1.3. The data will be collected from respondents through scheduled containing questions.
- 1.4. The study result concluded that future of e-retailers in India especially in cities looking very bright. Flipkart.com offering best prices, good products and completely easy shopping experience for our customers. The success of any e-retailer company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

2. Scope.

2.1 The topic chosen for this particular study is to analyze the customer satisfaction towards online shopping on Flipkart.com.

2.2 To know about various aspects of Flipkart in market, the improvements needed in case of features and process, and the effect of factors on the buying behavior of online customers.

2.3 The geographical area that this study covers is Nagpur (India).

2.4 Conveniences positively influence online customer satisfaction.

3. Objectives:

3.1. To know the consumer awareness about online shopping.

3.2. To know the various feature which motivate a consumer towards online shopping.

3.3. To know the kind of goods they purchase online.

3.4. To know the problems they face during online shopping

3.5. To know the customer satisfaction level towards Flipkart.com online shopping website

II. Indentations And Equations

1. Research Methodology

Research is the application of human intelligence in systematic manner to a problem. It may minimize the total uncertainty by intelligence use of the most reliable data available in the organization.

1.1 Data collection

Both the primary and secondary method of data collection are used for the present study. Under the primary data collection method, Questionnaire, observation, interview methods are used for data collection. The secondary data for the present data includes the online research papers, websites, journal, articles etc.

1.2 Sampling Framework

i. Population Definition:

The population for the research includes customers of Nagpur city.

ii. Sample Size:

Keeping into consideration the limitation of time, the researcher has taken sample size as 100 of Nagpur city.

iii. Sampling technique:

By keeping in view the limitations of time, resources, population, researcher has decided to apply convenience sampling technique for the purpose of collecting experimental material. Face to face interview also conducted with consumers.

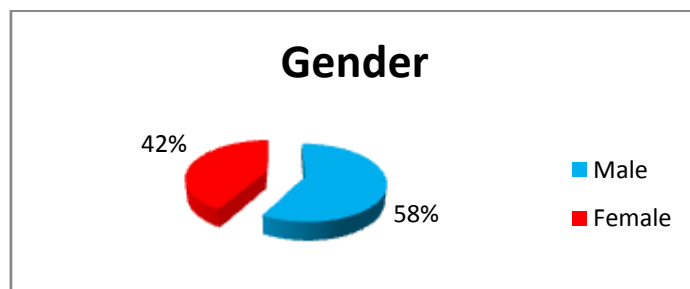
III. Figures And Tables

1.1. Data Analysis and Interpretation:

Que1:- Gender wise Respondents:

Table 1: Gender wise respondents

	Male	Female	Total
Responses	58	42	100
Percentage	58	42	100



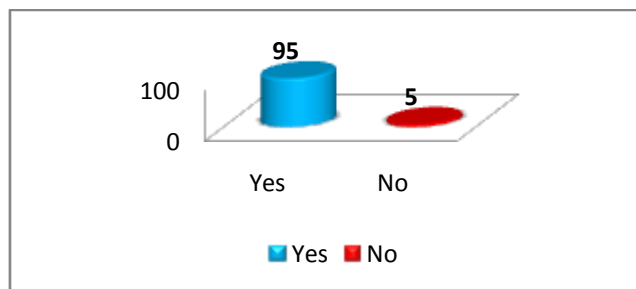
Interpretation:

According to demography profile, in this study 70 % male and 30% female respondents are part of my target population and they help me to fulfill my questionnaire from different area of Nagpur city. From these groups total respondents are 100. So, according to the survey result, the male respondents are more and can be told that they interested to shop online than female, even though both of them shop online

Que2:- Recommending this website to others:

Table 2: Recommending Flipkart to others

	Yes	No	Total
No: of Responses	95	5	100
Percentage	95	5	100



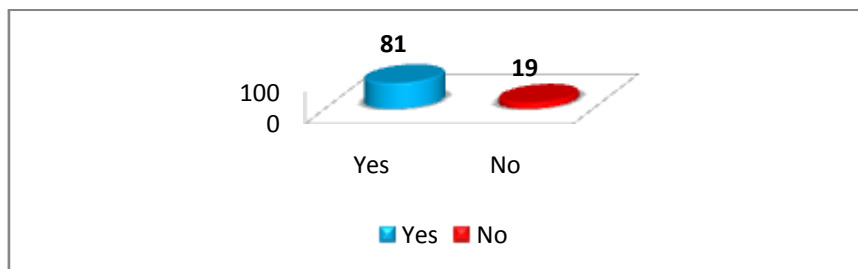
Interpretation:

In this survey, most of them (95%) are happy to recommend Flipkart to others like friends and family. And this shows word of mouth publicity is successfully running and this is one of the great advantages for Flipkart

Que3:- Satisfaction of customers while Flipkart services are used:

Table 16: Satisfaction on services of Flipkart

	Yes	No	Total
No: of responses	81	19	100
Percentage	81	19	100



Interpretation:

81% of the population is satisfied with the service of Flipkart. This helps Flipkart to retain the customers and also shows that the branding and marketing techniques of Flipkart also got succeed.

IV. Conclusions:

- 4.3. The thorough study is based on the Customer Satisfaction about Online Product analysis which serves a great idea regarding Customer Satisfaction 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.
- 4.4. Be very focused on consumers and build amazing experiences for the customers.
- 4.5. Online shopping is a new technology that has been created along with the development of the Internet.

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