

Consumer's Attitude and Satisfaction on Flipkart Product with Special Reference to Garments

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ABSTRACT

The life style of the people are different in present scenario. People feel uncomfortable and time consuming for going traditional shopping. Online shopping is a process whereby consumers buy goods and services directly from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Usually, online stores are available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. The study is mainly focus on perception and satisfaction level of customers towards online shopping through Flipkart. Moreover, it also identifies the factors influenced on consumers for choosing flipkart products. Convenient sampling method is used for selecting samples. Consumers are the sampling unit and 50 consumers are selected through the Non random sampling. The statistical tools like mean score, Independent t test and ANOVA are used for analysis of data. The study concluded that More than majority of respondents had an amazing first experience with the Flipkart and prefer Flipkart over its competitors due to wide variety, price efficient, better quality, good offers and discounts etc. The study was suggested that the products that require after sale services should avail facility to attract more number of customers and through prompt service, wide variety and easy accessibility even customers from the remote areas can be tapped.

Key words: Online Shopping, Perception, Satisfaction, Obstacles

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile application. It is a great example of the business revolution in India. Many people choose to conduct shopping online because of the convenience. There are lots of online shopping sites like Amazon, Flipkart, Myntra etc. Flipkart is an indian e-commerce company headquartered in Bangalore, Karnataka -founded in 2007 by Sachin Bansal and Binny Bansal. The company initially focused on book sales, before expanding in other product categories such as consumer electronics, fashion, home essentials, groceries, lifestyle products etc. Consumers are the largest economic group in any country. They are the central point of all economic activities. They have different opinion and perception towards everything.

By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete. It also helps marketers decide how to present their products in a way that generates a maximum impact on consumers. Understanding consumer buying behaviour is the key secret to reaching and engaging the clients, and converting them to purchase. So, it is relevant to study on the topic "Consumer's Attitude and Satisfaction on Flipkart product with special reference to garments".

STATEMENT OF THE PROBLEM

Online shopping has great relevance in present scenario where everyone wants to keep social distance from others. There are lots of online shopping sites in the digital world like Amazon, Myntra, Nyka fashion, Flipkart, Ajio etc. Flipkart is one of the important sites among them. So the study is to measure consumer's attitude and satisfaction on Flipkart products especially in garments. The actual need of this study is to know,

1. What is the perception of consumers on flipkart products?
2. How much is the satisfaction level of consumers on flipkart products especially in garments?
3. What are the problems faced by flipkart users?
4. Which are the areas that flipkart wants to improve?
5. Why consumers prefer flipkart than other sites?

The study will helps to know the answers to all these questions and to analyse the overall performance of flipkart.

OBJECTIVES OF THE STUDY

Following are the specific objectives of the study

- To identify respondents perception about online shopping through flipkart
- To reveal satisfaction level of the flipkart users in garments.
- To measure availability of several products at the web portal of flipkart
- To determine the factors influenced on consumers for choosing flipkart

HYPOTHESIS

- H₀=There is no significant difference between gender and Satisfaction level of customers through flipkart.
- H₁=There is a significant difference between gender and Satisfaction level of customers through flipkart.
- H₀=There is no significant difference between overall satisfaction level of flipkart consumers on the basis of their after sale services
- H₁=There is significant difference between overall satisfaction level of flipkart consumers on the basis of their after sale services
- H₀=There is no significant difference between satisfaction level and age of consumers
- H₁=There is significant difference between satisfaction level and age of consumers.

SIGNIFICANCE OF THE STUDY

Nowadays, study on consumer's attitude and satisfaction on flipkart products is relevant where there is increasing interest of shopping online especially in garments. So, the study will be more usefull to all online shopping consumers to check whether flipkart offers good services to all. It also helpfull for Flipkart Authorities to find out the area where they wants to improve. Also they can identify the factors which effect the buying behavior of flipkart users.

SCOPE OF THE STUDY

The study mainly focused on Flipkart users in garments section. It will be conducted among flipkart users in Parappanangadi village of Malappuram district. Customer's satisfaction level and attitude towards flipkart product, the areas that flipkart wants to improve also will be studied through the project

REVIEW OF LITERATURE

ShaheenMansori(2016), attempted to find out the Factors that influences consumer's brand loyalty towards cosmetic products aims to evaluate relationship between consumer satisfaction and brand loyalty of cosmetic products in Malaysia based on primary data collected through questionnaire from a sample of 100 consumers shows it was not easy to obtain and maintain consumer loyalty for a company's product because there were many forces drawing consumers away such as competition and consumer's thirst for variety. The study recommended that the firms should keep updating the product quality in order to gain competitive position in cosmetic sector.

Aamna Shakeel Abbasi(2010)conducted a study on Determinants of customer satisfaction in hotel industry of pakistan aims to evaluate the determinants of customer satisfaction on fast growing hotel industry in pakistan based on primary data collected through questionnaire from 50 samples using convenience basis shown that improved and superior service quality and service features will augment the consumer satisfaction and the future intentions of satisfied customers will be magnified. The study recommended that the hotels should understand the needs of the customer and provide courteous services efficiently in cratering such needs.

Maya Kannan(2018)conducted a study on consumer satisfaction towards Life Insurance Corporation with special reference to Chennai city aims to know consumer satisfaction on LIC based on primary data which is collected using questionnaire among 150 policy holders in chennai and data were analysed with multi variety statistical tools like percentage, chi square and Anova analysis were used to identify the factors responsible for customer satisfaction towards LIC. The study shown that every insurer should understand the customer requirement about policies offered by them. The study recommended creating economic value for customers, so the lack of trust and privacy among customers can be avoided.

Dr Snehal Kumar H Mistry(2016) conducted a study measuring customer satisfaction in banking sector with special reference to banks of Surat city aims to identify the factors affecting customer satisfaction in banks and to know various important service quality dimensions in banking industry based on primary data collected from 120 customers who have their bank account with different banks having operation in Surat city. The study shown customer gives highest importance to reliability dimension and It recommended to give more focus on increasing reliability, responsiveness and Assurance.

Muhamad Dimyathi(2018) conducted a study on role of consumer satisfaction in mediating marketing communication effect on customer loyalty aims to analyse the customer satisfaction role in the process of mediating the marketing communication affect on customer loyalty among IM3 community members in Jember based on primary data collected from 100 respondents through random sampling by structural Equation Method(SEM). The study shown marketing communication has a significantly positive effect on customer satisfaction and customer loyalty and customer Satisfaction has a very important role in mediating marketing communication effect on customer loyalty of the IM3 user community in Jember regency. The study recommended the consumer satisfaction should be maintained and enhanced in order to create and maintain customer loyalty.

Xiaoying Guo (2012) attempted to identify the determinants of consumer satisfaction towards online shopping in China. The findings revealed that website design, security, information quality, payment method, e-service quality, product quality, product variety and delivery service are positively related to consumer satisfaction towards online shopping in china.

RESEARCH METHODOLOGY

The designs of the study are descriptive in nature. To know perception of customers, primary data will be used. Secondary data also used for conceptual clarity. Primary data will be collected from the customers of Flip kart and secondary data will be from concerned websites and articles. Questionnaire is used for the collection of data from the customers. In this study, convenient sampling method which is a type of Non probability sampling is used for selecting samples. Consumers are the sampling unit and 50 consumers are selected through the Non random sampling. The statistical tools like mean score, Independent t test and ANOVA are used for analysis of the study

FINDINGS

- ✓ About 76% of respondents use Flipkart once in 1-2 months, 13% of them for more than once a month, 6% are once in 3-6 months, only single person uses Flipkart for once in 7-12 months.
- ✓ About 13% had excellent experience with Flipkart, 80% had good experience and others had average level of experience.
- ✓ More than majority of respondents had an amazing first experience with the Flipkart and prefer Flipkart over its competitors due to wide variety, price efficient, better quality, good offers and discounts etc.
- ✓ There is no gender wise significant difference in satisfaction level of consumers.
- ✓ There is significant difference between after sale service wise and satisfaction level of Flipkart consumers.
- ✓ There is no age wise significant difference in satisfaction level.
- ✓ About 32% Of respondents have no drawbacks on flipkart, 12% mentioned poor customer relationship, 13% mentioned low quality of products, 13% said poor after sale services, 14% said non-availability of varieties and remaining 12% mentioned non availability Of discounts.
- ✓ 57% agreed that all desired products available on Flipkart, 43% disagreed it.
- ✓ 86% Of respondents are satisfied with Flipkart, remaining are not.

SUGGESTIONS

- Flipkart lacks in after sale services that leads to least number of customers.
- Company should improve the quality of items provided.
- The products that require after sale services should avail facility to attract more number of customers.
- Company should ensure all types of varieties available on Flipkart.
- Improvements should be made to enhance the satisfaction level of costumers.
- Through prompt service, wide variety and easy accessibility even customers from the remote areas can be tapped.

CONCLUSION

Online shopping has become a daily part of our lives as it is more and more convenient. Customers are searching out for timely services, good quality of products, good customer service, good after sale service and security and privacy in payment method. As we progress further, the growth rate of online marketing in our country will leap to stars. From the study, we can conclude that majority of people are customers of online shopping. Majority are aware of Flipkart and e-commerce services. Flipkart is one of the most important shopping sites which satisfies the needs and wants of different customers. Even though it offers better quality of sales and services, it has to improve more, especially in after sale service field. The study concludes that online shopping from Flipkart is best one.

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