



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMERS' PREFERENCE AND SATISFACTION TOWARDS ONLINE SHOPPING IN UDUMALPET TALUK WITH SPECIAL REFERENCE TO FLIPKART

KEY WORDS: Consumers' Preference, Consumers' Satisfaction, Online Shopping, Flipkart.com.

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ABSTRACT

The Purpose of the study is to examine and analysis the consumers' preference and satisfaction towards online shopping in Udumalpet taluk with special reference to Flipkart. For this study data was collected through primary data through questionnaire from 150 respondents. The study suggested that Flipkart.com has to improve better services by providing proper customer services, reduces delivery time and charges and improve privacy and security in transaction. Also suggested that company the marketer has to focus on advertisement and promotional measure towards friends and relatives to increase sales.

INTRODUCTION

Marketing concept is a philosophy of business that help to analyze the needs of their consumers' and then make decision to satisfy their needs better than competition. Today's marketing is a modern marketing primarily concerned with creation of consumers, in other words identification of the needs of the consumers and then organizing the business activities to satisfy the consumer needs. The continuous and rapid development of the marketing in modern era leads to evolution of e-Commerce business technology. It consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks. The reason why most of the people have fancy to use internet is of its reliability, speed and performance. Along with message delivering through e-mail, seeking information through searching and browsing, a lot of people are using internet for online shopping or e-commerce, which has evolved the field of internet marketing and internet marketing experts have found a proficient way to find their potential customers. Online shopping is a major part of the overall electronic commerce. With the spread of the internet, the amount or trade that is conducted electronically has seen extraordinary growth; and has led to innovations and development in areas such as Electronic Funds Transfer (EFT), Electronic Data Interchange (EDI) and Internet Marketing.

STATEMNT OF THE PROBLEM

The world is tremendously moving towards electronic commerce (e-commerce) activities. E-commerce growth is increasing at a rapid rate and is replacing traditional commerce. The benefits of shopping online cannot be under estimated. In today's fast paced world, the popularity of online shopping has grown by leaps and bounds. Online purchasing of goods, both expensive and cheap, is prevalent to a much larger extent in recent years due to convenience, speedy transactions, saving time, attractive sales promotional offers etc., Despite these motivational factors, there are various transactional and non-transactional issues involved such as internet users being uncomfortable while giving their credit card number, personal information etc., which act as deterrents. Online shopping is new and it is at infancy stage and there are no hard and fast rules to live by. Consumers have slowly started showing interest in online shopping. However, the future for internet shopping looks bright and promising. Because, people always find themselves under busy in their works and they do not find enough time for spending in shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net. All these have resulted in increase in positive attitude towards online shopping. To retain and improve the trend online companies have to understand the customers properly and must take effective measures to remove the hurdles that occur in the part of customer's satisfaction. To find out solution to the problems the present study entitled "A Study on Consumers' Preference and Satisfaction towards online

shopping in Udumalpet Taluk with special Reference to Flipkart" has been taken up.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To identify the factors influencing Flipkart shopping.
- To study the consumers preference towards Flipkart. com.
- To know the level of satisfaction towards Flipkart. com.

HYPOTHESES

For the purpose of the study, the necessary null hypotheses (H₀) have been formulated and tested with appropriate statistical tools.

H₀₁: There is no significant relationship between age of the respondents and level of satisfaction towards Flipkart.

H₀₂: There is no significant relationship between educational qualification of the respondents and level of satisfaction towards Flipkart.

H₀₃: There is no significant relationship between occupation of the respondents and level of satisfaction towards Flipkart.

H₀₄: There is no significant relationship between monthly income of the respondents and level of satisfaction towards Flipkart.

H₀₅: There is no significant relationship between experience in Flipkart shopping and level of satisfaction towards Flipkart.

H₀₆: There is no significant relationship between area of residence and level of satisfaction towards Flipkart.

H₀₇: There is no significant relationship between educational qualification and product preference in Flipkart.

H₀₈: There is no significant relationship between monthly income and product preference in Flipkart.

RESEARCH METHODOLOGY

"A study on consumers' preference and satisfaction towards online shopping in Udumalpet Taluk with special reference to Flipkart" was carried out with the following methodology

Area of Study: Udumalpet Taluk

Sample Size: N= 150 Respondents

Sample design: Convenient Sampling method used for data collection

Source of data: Primary as well as Secondary Data was collected

Collection of data: For the purpose of the study a structured questionnaire was prepared and the data was collected from the respondents who purchased the products through Flipkart.

Statistical Tools Used: Percentage, Ranking Table, Garret Ranking Technique, Scoring Technique and Chi-square Test.

LIMITATION OF THE STUDY

The limitations of the study are as follows:

- It is micro level study and the findings are applicable only to Udumalpet.
- Since the study is based on the primary data collected through questionnaire, the result of the study is subject to all the limitations of primary data.
- Due to the time constraint the study is restricted only to 150 respondents.
- The findings are based on a sample survey. Hence all the limitations of sampling research are applicable.

RESEARCH METHODOLOGY

S.Bhuvaneshwaran, Andm.Prabhu and A.K.Subramani (2015) have conducted “A Study on Customer Satisfaction towards Flipkart, Chennai”. The primary objectives of the study is to know the customer satisfaction level towards Flipkart.com online shopping website and to know about online consumer’s buying behaviours towards online shopping in Flipkart among users in Chennai city. Secondary objective is to identify the respondents perception about online shopping and to find out various attitudes of Flipkart users of Chennai city towards the online shopping. Researcher concluded that future of e-tailers 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-tailer company in India is depending upon its popularity, its branding image, its unique and fair policies, and its customer relations.

W.Saranya and P.Palanivelu (2015) have conducted “A Study on Customer Preference and Satisfaction towards Online Shopping on Flipkart in Coimbatore District”. The main objectives of the study is to analyses consumer preference on flipkart, to access the consumers satisfaction level towards flipkart, to find out most preferred product by consumers in the flipkart and to know the preferred payment method by consumers on flipkart. Researcher concluded that the study on consumer perception towards online shopping is to satisfy themselves. Consumer perceive many things before buying products and they will be satisfied if the company meet their expectations. The overall brand value of flipkart is good. Today’s our domestic market leads to most e-business portal which is aggressively expanding and also shifting the mind-set of the people from physical shopping to online shopping in magnificent way so company must focus on consumer and build amazing experiences for the customers.

ANALYSIS AND INTERPRETATION

Table 1 General Profile Of The Respondents

Variables	Classification	No. of Respondents	Percentage of Respondents
Gender	Male	30	20
	Female	120	80
Age	Up to 25 Years	61	40.67
	25 - 35 years	64	42.67
	35 - 45 years	14	9.33
	45 - 55 years	9	6
	More than 55 years	2	1.33
Educational Qualification	Secondary level	2	1.33
	Higher Secondary level	4	2.67
	Graduate	37	24.67
	Post Graduate	78	52
	Professional	29	19.33

Occupation	Professional	23	15.33
	Student	34	22.67
	Government employee	10	6.67
	Private employee	81	54
	Home maker	2	1.33
Monthly Income	Less than Rs.25,000	119	79.33
	Rs.25,001 – Rs.50,000	11	7.33
	Rs.50,001 – Rs.75,000	4	2.67
	Rs.75,001 – Rs.1,00,000	9	6
	Above Rs.1,00,000	7	4.67
	Marital Status	Unmarried	82
Married		68	45.33
Nature of Family	Nuclear	112	74.67
	Joint	38	25.33
Experience in Flipkart	Less than 1 Year	58	38.67
	Up to 3 years	91	60.67
	Up to 6 years	1	0.67
Area of Residence	Rural	64	42.67
	Semi Urban	86	57.33
Sources of Information	Advertisement	65	28.38
	Friends and relatives	97	42.36
	Social Media	67	29.26

Source: Primary Data

The above table reveals that majority (80 percent) of the respondents were female, maximum number (42.67 percent) of the respondents belongs to the age group of 25 – 35 years, maximum number (52 percent) of the respondents were post graduate, more than half (54 percent) of the respondents were private employees, majority of the respondents (79.33 percent) belong to the monthly income group of less than Rs.25,000 per month, more than half of the respondents (54.67 percent) were unmarried, majority (74.67 percent) of the respondents belong to nuclear family, majority (60.67) percent of the respondents were used to shopping in Flipkart for past three years, maximum number (57.33 percent) of the respondents were from semi urban area and majority (42.36 percent) of the respondents stated that their friends and relatives were the main source of information regarding Flipkart shopping.

Table 2 Factors Influencing Flipkart Shopping

Factors	Total Score	Rank
Easy Accessibility / Convenience	474	II
Availability of wide range of products	462	III
Low price of products	422	IV
Quality assurance	390	V
Time Saving	502	I

Source: Primary Data

It is observed from the above table that time saving was major factor that influence shopping in Flipkart, easy accessibility / convenience was ranked as second, availability of wide range of products was ranked as third, followed by low price of the products. Fifth rank was given to the factor quality assurance.

It is inferred that time saving was the major factor that influence shopping in Flipkart.

Table 3 Products Preferred In Flipkart Shopping

Products	No. of Respondents	Percentage of Respondents (%)
Electronic	182	44.50
Life style	87	21.27
Home furnishing	40	9.78

Automobiles	26	6.36
Books and more	74	18.09
Total	409	100

Source: Primary Data

It was observed from the table that, 44.50 percent (182) of the respondents preferred electronic products, 21.27 percent (87) of the respondents preferred life style products, 18.09 percent (74) of the respondents preferred books and more, 9.78 percent (40) of the respondents preferred home furnishing and 6.36 percent (26) of the respondents preferred automobiles.

Electronic products in Flipkart were preferred by maximum number (44.50 percent) of the respondents.

Table 4 Prefrence For Various Categories Of Flipkart Products

Categories	Product	No. of Respondents	Percentage of Respondents
Electronic Products	Mobile and its accessories	85	46.70
	Watches and Wearables	36	19.78
	TV, Audio and Video	6	3.3
	Kitchen appliances	15	8.24
	Laptop, Tablet and Computer accessories	32	17.58
	Camera and its accessories	6	3.3
	Smart home automation	2	1.1
Life Style Products	Men wears	18	20.69
	Women wears	50	57.47
	Kids and baby	11	12.64
	Sports and Fitness	4	4.60
	Health care	2	2.30
Personal care appliances	2	2.30	
Home Furnishing Prodcuts	Furniture	18	45
	Kitchen and dining	10	25
	Home furnishing	5	12.5
	Tools and hard ware	2	5
	Home décor	2	5
	Kitchen storage	1	2.5
Automobile Products	Lighting	2	5
	Bike accessories and Helmet	13	50
	Car electronic and accessories	10	38.46
	Car and bike care	2	7.69
Books and More	Lighting and styling	1	3.85
	Books	57	77.02
	Musical instruments	3	4.05
	Movies and TV shows	1	1.35
	Stationery	3	4.05
	Novels	9	12.16
Gaming	1	1.35	

Source: Primary Data

Electronic product category: Maximum number (46.70 percent) of the respondents preferred mobile and its accessories.

Life style product category: Majority (57.47 percent) of the respondents preferred women wears.

Maximum number (45 percent) of respondents preferred furniture in **Home furnishing category**.

Majority (50 percent) of the respondents preferred bike accessories and helmets in **Automobiles category**.

Books and more categories: Majority (77.02 percent) of the respondents preferred books.

Table 5 Level Of Satisfaction For Flipkart Shopping

Factors	HS	S	N	DS	HDS	Score	Rank
Availability of more brands of product	62	79	9	0	0	653	I
Quality of the products	17	103	24	6	0	581	II
Display of products and its information	12	107	25	6	0	575	III
Reasonable price	17	88	42	3	0	569	V
Security and privacy in payment.	23	81	41	5	0	572	IV
Discount offers	21	67	54	8	0	551	VI
Delivery charges	14	80	39	14	3	538	IX
Return of goods in case of defects	20	72	43	15	0	547	VII
Proper after sale services	10	72	48	17	3	519	X
Proper customer services	14	86	32	17	1	545	VIII

Source: Primary Data

The above table reveals the overall level of satisfaction of the respondents towards Flipkart. Respondents were highly satisfied with availability of more brands as they were ranked as first. Respondents were satisfied with quality, display of products and its information as they were ranked as second and third respectively. Security and privacy in payment, reasonable price and discount offers were ranked as fourth, fifth and sixth respectively. Return of goods in case of defects, proper customer service, delivery charges and proper after sale services were ranked as seventh, eighth, ninth and tenth respectively.

Majority of the respondents were highly satisfied with availability of more brands of product.

Table 6 Problems In Flipkart Shopping

Problems	No. of Respondents	Percentage of Respondents (%)
Purchase procedure	10	12.5
Delay in delivery	19	23.75
Lack of Security and Privacy	16	20
Products Poor Quality of Products	9	11.25
Difficulty in payment mode	6	7.5
Poor customer services	20	25
Total	80	100

Source: Primary Data

Out of 80 respondents, 25 percent (20) of the respondents stated that poor customer service was the major problem they faced in Flipkart shopping and 23.75 percent (19) of the respondents stated that their problem was regarding quality of products. 20 Percent (16) of the respondents stated as lack of security and privacy of information, 12.5 percent (10) of the respondents stated as purchase procedure and 11.25 percent (9) of the respondents stated their delay in delivery of products as their problems regarding Flipkart.

Maximum percentage of the respondents stated that poor customer services (25 percent) and delay delivery of products (23.75 percent) are the major problems in Flipkart shopping.

HYPOTHESESTESTING

For the purpose of the study, the necessary null hypotheses (H0) have been formulated and tested with appropriate

statistical tools.

Table 7 Relationship Between Selected Independent And Dependent Variables

Hypotheses	Chi -Square value		Degree of freedom	Result
	Calculated value	Table value		
Age and Level of Satisfaction	11.71	18.5	6	Accepted
Educational Qualification and Level of Satisfaction	12.68	18.5	6	Accepted
Occupation and Level of Satisfaction	14.28	18.5	6	Accepted
Monthly Income and Level of Satisfaction	18.16	18.5	6	Accepted
Experience in Flipkart Shopping and Level of Satisfaction	3.10	10.6	2	Accepted
Area of Residence and Level of Satisfaction	5.98	10.6	2	Accepted
Educational Qualification and Preference for Product in Flipkart				
Electronic Products	19.42	28.3	12	Accepted
Life Style Products	19.01	28.3	12	Accepted
Home Furnishing Products	1.60	18.5	6	Accepted
Automobiles	2.79	12.8	3	Accepted
Books and more	27.81	28.3	12	Accepted
Monthly Income and Preference for products in Flipkart				
Electronic Products	20.92	28.3	12	Accepted
Life Style Products	11.96	18.5	6	Accepted
Home Furnishing Products	6.88	18.5	6	Accepted
Automobiles	5.19	18.5	6	Accepted
Books and more	28.9	28.3	12	Rejected

Source: Primary Data

There is no significant relationship between age, educational qualification, occupation, monthly income, experience Flipkart shopping and area of residence and level of satisfaction towards online shopping in Flipkart.

There is no significant relationship between educational qualification and preference for electronic items, life style products, home furnishing products, automobiles and books and more items.

There is no significant relationship between monthly income and preference for electronic items, life style products, home furnishing products and automobiles.

There is significant relationship between monthly income and preference for books and more items.

FINDINGS

- Majority (80 percent) of the respondents were female.
- Maximum number (42.67 percent) of the respondents belongs to the age group of 25 – 35 years.
- Maximum number (52 percent) of the respondents were post graduate.
- More than half (54 percent) of the respondents were private employees.
- Majority of the respondents (79.33 percent) belong to the monthly income group of less than Rs.25,000 per month.
- More than half of the respondents (54.67 percent) were unmarried.
- Majority (74.67 percent) of the respondents belong to nuclear family.
- Maximum number (57.33 percent) of the respondents were from semi urban area.
- Majority (60.67 percent) of the respondents used to

purchase in Flipkart for past 3 years.

- Maximum number (42.36 percent) of the respondents stated that their friends and relatives were the main source of information regarding Flipkart shopping.
- Major factor that influence Flipkart shopping is time saving.
- Maximum number (44.50 percent) of the respondents preferred to purchase electronic products in Flipkart.
- In electronic product category, maximum number (46.70 percent) of the respondents preferred mobile and its accessories.
- In life style product category, majority (57.47 percent) of the respondents preferred women wears.
- Maximum number (45 percent) of respondents preferred furniture in home furnishing category.
- Majority (50 percent) of the respondents preferred bike accessories and helmets in automobiles category
- In books and more categories, majority (77.02 percent) of the respondents preferred books.
- Majority of the respondents were satisfied with electronic products, life style and home furnishing products in Flipkart.
- Majority of the respondents were highly satisfied with availability of more brands of product.
- Maximum percentage of the respondents stated that poor customer service, delay delivery of products and lack of security and privacy of information are the major problems faced by them in Flipkart shopping.

Result of Hypothesis:

- **Level of satisfaction:**
- There is no significant relationship between age and level of satisfaction of the respondents towards Flipkart.
- There is no significant relationship between educational qualification and level of satisfaction towards of the respondents Flipkart.
- There is no significant relationship between occupation and level of satisfaction of the respondents towards Flipkart.
- There is no significant relationship between monthly income and level of satisfaction of the respondents towards Flipkart.
- There is no significant relationship between experience in Flipkart shopping and level of satisfaction of the respondents towards Flipkart.
- There is no significant relationship between area of residence and level of satisfaction of the respondents towards Flipkart.

Preference for Products:

- There is no significant relationship between educational qualification and preference for electronic items, life style products, home furnishing products, automobiles and books and more items.
- There is no significant relationship between monthly income and preference for electronic items, life style products, home furnishing products and automobiles.
- There is significant relationship between monthly income and preference for books and more items.

SUGGESTIONS

- Most of the respondents stated that shopping in Flipkart is influenced by friends and relatives. So the marketer has to focus on advertisement and promotional measure towards friends and relatives to increase sales.
- Majority of the respondents are satisfied towards electronic product, life style product, and books and more and most of the respondents prefer to purchase these products occasionally. Though the level of satisfaction of home furnishing products and automobile products are highly satisfied only few respondents are purchasing these products. So, efforts can be taken by Flipkart to popularize these products simultaneously to capture more number of consumers.

- With the entry of other e-commerce portals such as Amazon, Snapdeal etc. It will be a huge competition in a market for Flipkart. Therefore there is a need to get aggressive at providing better services which can be fulfilled by providing

- a) Proper customer services,
- b) Reducing the delivery time and delivery charges
- c) Improve security and privacy in transaction.

which will increase consumers' afford ability much more and enhance penetration into the market.

CONCLUSION

A study on consumers' preference and satisfaction towards Flipkart in Udumalpet Taluk concluded that the consumers have become time conscious as they stated that time saving is a major factor that influence their purchase decision. The electronic products were highly preferred products in Flipkart and the consumers' were also satisfied with electronic products. Majority of the respondents' level of satisfaction towards Flipkart is medium. Flipkart must take enough measure to improve consumers' services, to reduce delivery time and charges and to improve security and privacy in transaction to improve consumers' loyalty and thereby to increase their sales.

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