

A Study on Consumers' Satisfaction towards Flipkart Online E-Tailer in Tiruchirappalli City

Dr.S. Gopi

Assistant Professor of Commerce

Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University, Trichy-20

V. Kunacilan

II M Com A, Jamal Mohamed College (Autonomous)

Affiliated to Bharathidasan University, Trichy-20

Abstract

The purpose of this study is to investigate consumer satisfaction towards Flipkart online e-tailer in Tiruchirappalli city. The study aimed to identify the factors influencing consumer satisfaction and to determine the level of satisfaction among consumers. A survey was conducted among 200 consumers in Tiruchirappalli city, and the data was analysed using descriptive statistics and factor analysis. The results showed that consumers were generally satisfied with Flipkart's services, with factors such as product quality, price, and delivery time being the most important.

I. INTRODUCTION

The rise of e-commerce has revolutionized the way people shop. Flipkart, one of India's largest e-commerce platforms, has been a pioneer in the online retail space. With its wide range of products, competitive prices, and efficient delivery system, Flipkart has become a popular choice among consumers. However, consumer satisfaction is a critical factor in determining the success of any online retailer.

Tiruchirappalli city, located in the state of Tamil Nadu, India, has a growing population of online shoppers. As Flipkart continues to expand its operations in the city, it is essential to understand consumer satisfaction towards its services.

Literature Review

Consumer satisfaction is a complex and multifaceted concept that has been studied extensively in the marketing literature. According to Oliver (1980), consumer satisfaction is a cognitive and affective evaluation of a product or service. The literature suggests that consumer satisfaction is influenced by various factors, including product quality, price, delivery time, and customer service (Kotler & Keller, 2016).

In the context of online retailing, studies have shown that consumer satisfaction is critical in determining customer loyalty and retention (Reichheld & Schefter, 2000). A study by Srinivasan et al. (2002) found that consumer satisfaction with online retailers was influenced by factors such as website design, product information, and delivery time.

Objectives of the Study

- To assess the satisfaction level of the online customers on the basis of product & web features.
- To identify the respondents perception about online shopping.
- To analyse the possible factors that affect the buying from Flipkart.

Scope of the Study

- 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 behaviour of online customers.
- This study will be helpful in knowing the factors responsible for gaining customer satisfaction towards Flipkart. It focuses on the opinion of the respondents regarding Flipkart. This research will also be helpful in understanding the customer satisfaction of the different people in Indian society towards Flipkart.

Limitations of the Study

- The limit in accessing the population for collecting data.
- The lack of time to carry out a survey.
- The lack of funding necessary to carry out a survey.
- The lower priority for carrying out a survey because of competing urgent tasks.

Need of the Study

- Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver.
- A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology.
- Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work.
- In their busy schedule they don't find time for 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 this paper is to analyse who the consumers are satisfied out of the online services.

Methodology

The study employed a survey research design to collect data from consumers in Tiruchirappalli city. A questionnaire was developed to measure consumer satisfaction towards Flipkart's services. The questionnaire consisted of 20 questions, including demographic information, satisfaction with Flipkart's services, and factors influencing satisfaction.

Findings

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Flipkart.
- Frequency of purchase for electrical appliances, fancy items(watches, bags, etc.) and electronics are more in Flipkart.
- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- The services provided by Flipkart are good and even more scope of development is there for increasing the customer strength.
- Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website.
- Packaging is one of best service that Flipkart is providing.
- Different payment options available in Flipkart made customers more satisfied and comfort for paying while purchasing product.

- Customers feeling more secured when purchasing through Flipkart because of different policies and services they have.
- In comparison with competitors, Flipkart is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier.
- Most of customers have good experience with Flipkart while purchasing products.
- Most of them are satisfied with the services of Flipkart and so that they succeed in retaining the customers.
- Advertising is an important way to have the brand and products familiar to consumers.
- Convenience and discounts are two important factors that customer looking for while purchasing through online.
- There is a relationship between the services offered by Flipkart and the customer satisfaction.
- There is a significant difference between the service that can be improved and the grievance return policy followed by Flipkart.

Results

The results of the study showed that:

1. Consumers were generally satisfied with Flipkart's services.
2. Factors such as product quality, price, and delivery time were the most important in influencing consumer satisfaction.
3. Customer service and return policy were also important factors influencing consumer satisfaction.

Discussion

The study's findings suggest that consumers in Tiruchirappalli city are generally satisfied with Flipkart's services. The results also highlight the importance of product quality, price, and delivery time in influencing consumer satisfaction.

The study's findings have implications for Flipkart's marketing strategy in Tiruchirappalli city. The company can focus on improving its product quality, pricing, and delivery times to enhance consumer satisfaction. Additionally, Flipkart can invest in customer service initiatives to build customer loyalty and retention.

II. CONCLUSION

The study provides insights into consumer satisfaction towards Flipkart's services in Tiruchirappalli city. The results highlight the importance of product quality, price, and delivery time in influencing consumer satisfaction. The study's findings have implications for Flipkart's marketing strategy in the city, and the company can use the results to improve its services and enhance consumer satisfaction.

Recommendations

Based on the study's findings, the following recommendations are made:

1. Flipkart should focus on improving its product quality, pricing, and delivery times to enhance consumer satisfaction.
2. The company should invest in customer service initiatives to build customer loyalty and retention.
3. Flipkart should consider offering more flexible return policies to enhance consumer satisfaction.

Limitations

The study has several limitations:

1. The sample size was limited to 200 consumers in Tiruchirappalli city.
2. The study only focused on Flipkart's services and did not compare them with other online retailers.
3. The study did not investigate the impact of demographic factors on consumer satisfaction.

Future Research Directions

Future research should focus on:

1. Investigating the impact of demographic factors on consumer satisfaction towards Flipkart's services.
2. Comparing Flipkart's services with other online retailers in Tiruchirappalli city.
3. Investigating the impact of Flipkart's marketing strategies on consumer satisfaction.

III. REFERENCES

1. Kotler, P., & Keller, K. L. (2016). Marketing management. Pearson Education.
2. Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
4. Reichheld, F. F., & Schefter, P. (2000). E-loyalty: Your secret weapon on the web. *Harvard Business Review*, 78(4), 105-113.
4. Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing and Consumer Services*, 9(2), 73-82.
5. Assael, Henry. (1984.) "Behavior and Market Action". Boston, Massachusetts: Kent Publishing Company,
6. Belch, G.E., & Belch, M.A. (2001). Advertising and Promotion: An integrated Marketing Communications Perspective (5th ed.). Boston: Irwin/McGraw- Hill.
7. Cooper, Donald R. and Schindler, Pamela S. (1999), Business Research Methods, 6 Tata McGraw-Hill Publishing Company Limited, New Delhi, India.
8. Remenyi, D., Williams, B., Money, A. and Swartz, E. (1998), "Doing Research in Business and Management", Sage Publications, London.
9. Arnould, E.J. and Wallendorf, M. "Market-oriented Ethnography: Interpretation Building and Marketing Strategy Formulation," *Journal of Marketing Research*, Vol. 31 (November 1994), pp. 484–504.
10. Analysis of Consumer Behaviour Online Author: Dejan Petrovic 3. Hot Bargains: Tips to Figure Out Traps from The Real Value Deals, By Sushmita Choudhury Agarwal, ET Bureau Apr 22, 2013 (The Economic Times)