A Study on Consumer Satisfaction towards Flipkart Company in Trichy City

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Abstract
 "A Study on Consumer Satisfaction Towards Flipkart Company in Trichy City" focuses on understanding how satisfied customers are with Flipkart, one of India's leading e-commerce platforms. It examines various factors that influence consumer satisfaction, including product variety, delivery efficiency, and customer service. The research aims to gather both quantitative and qualitative data through surveys and personal interactions to assess user experiences and identify areas for improvement. The objectives of the study include understanding customer preferences regarding products, evaluating perceptions of the Flipkart app, and identifying factors that affect purchasing decisions. It also seeks to enhance awareness of Flipkart among potential users and understand pricing perceptions. By addressing these objectives, the study aims to provide actionable insights for Flipkart to improve its services and strengthen customer loyalty. The research methodology involves a descriptive,

cross-sectional design with a sample of 75 Flipkart users in Trichy. Data will be collected using structured questionnaires, focusing on key variables such as product quality and customer support. The findings are expected to reveal strengths and weaknesses in Flipkart's operations, ultimately offering recommendations for enhancing overall consumer satisfaction.This study is significant as it contributes to a deeper understanding of consumer behaviour in the e-commerce sector and provides valuable feedback for Flipkart to refine its strategies and improve its market position.

Keywords: - Flipkart, Consumer Satisfaction, E-commerce, Online Shopping, Trichy.

I. INTRODUCTION

The project titled "A Study on Consumer Satisfaction Towards Flipkart Company in Trichy City" focuses on understanding how satisfied customers are with Flipkart, a leading e-commerce platform in India. The study aims to explore the factors that influence customer satisfaction, such as product quality, delivery efficiency, pricing, user interface, and customer service. With the rapid growth of online shopping, understanding customer needs and preferences is essential for companies like Flipkart to succeed in a competitive market. The research involves collecting data from 75 Flipkart users in Trichy through structured questionnaires and personal interactions. It examines aspects such as ease of navigation on the app, pricing strategies, product variety, and post-purchase support. The study also evaluates how recent technological advancements and policy changes by Flipkart have impacted customer satisfaction. The main objectives include identifying customers' preferred products, understanding their perception of the Flipkart app, analyzing factors influencing purchasing decisions, and spreading awareness about Flipkart among potential users. The findings aim to highlight areas where Flipkart can improve its services to better meet customer expectations and enhance loyalty. This project is significant as it provides valuable insights into consumer behaviour in the e-commerce sector. By addressing gaps in service quality and aligning with customer expectations, Flipkart can refine its strategies to strengthen its market position. The study also contributes to broader knowledge about online retail trends and offers actionable recommendations for improving customer satisfaction and fostering long-term loyalty.

Scope of the study

This research examines consumer satisfaction with Flipkart, emphasing aspects such as service quality, pricing, and product availability. The study focuses on understanding consumer behavior in Trichy, analyzing feedback from diverse demographics (statistical data relating to the population) to identify trends and area for improvement and loyalty, additionally, it also explores the impact of promotional strategies. It will highlight the strengths of the app.

Review of Literature

Preeti Khanna, (May 2014), This research says The Indian retail sector is witnessing a dramatic change because of changing mindset of the urban consumers. These consumers are spoilt for choices and are presented not only with different products and brands but also with diverse retailer formats such as departmental stores, specialty stores, and online shopping platforms. The prospect of online shopping is increasing in India because of many factors such as increased Internet literacy, perceived usefulness, ease of use, increased number of working women, entry from the global and local participants, and the increased visibility of online players, to name a few. E-tailing is the process of selling retail goods using the internet.

S. Bhuvaneswaran, (June 2015), The study shows the importance of this study is to examine the customer satisfaction towards Flipkart.com users in Chennai city. Also tried to find out various attributes of Flipkart users of Chennai city towards the online shopping. For this study survey was conducted. The data will be collected from respondents through a scheduled containing questions. The study result 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 & fair policies, and its customer relations.

SrishtiDixena, (December-2018), this study looks at Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The evolution of online shopping has opened door of chance to provide competitive advantage over firms. Online shopping has grown popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Thus, the study aims to examine the customer satisfaction towards online shopping from Flipkart. The study focuses on online shopper's preferences, satisfaction and problems on Flipkart online shopping marketers.

Objectives of the Study

- To analyze consumer preferences and satisfaction levels with Flipkart's products and services
- To evaluate the factors influencing customer decisions while using Flipkart
- To identify areas of improvement for enhancing the overall consumer experience

Significance of the study

Understanding the customer satisfaction helps Flipkart align its offering with consumer expectation. This study provides actionable insights for improving service quality, fostering customer loyalty, and enhancing competitive edge in the e-commerce sector.

Statement of the problem

The study addresses the gap in understanding how well Flipkart meets the expectations and needs of its customers in this specific region. Despite Flipkart's widespread popularity and dominance in the Indian e-commerce market, there is limited research on customer satisfaction levels in Trichy. This lack of information makes it difficult to identify whether Flipkart's services align with consumer demands in this area. The problem lies in assessing key factors such as product quality, delivery efficiency, pricing, customer service, and the usability of the Flipkart app. Issues like delayed deliveries, inconsistent product availability, or unsatisfactory customer support may negatively impact the shopping experience. Additionally, understanding how customers perceive Flipkart's pricing strategies and post-purchase services is crucial for evaluating its overall performance. This study seeks to uncover the major factors influencing customer satisfaction and identify areas where Flipkart can improve. It aims to answer critical questions such as: Are customers satisfied with the range and quality of products? Is the delivery process reliable? Does customer service effectively address user concerns? By addressing these questions, the study will provide actionable insights for Flipkart to enhance its services. Ultimately, this research aims to highlight both strengths and weaknesses in Flipkart's operations in Trichy. The findings will help Flipkart refine its strategies to better meet customer expectations, improve satisfaction levels, and strengthen its competitive position in the e-commerce market.

Research Methodology

This study employs a descriptive research design. Primary data was collected through a structured questionnaire, administered to 75 respondents in Trichy. The data focuses on various aspects such as product quality, delivery efficiency, and customer service.The survey was conducted using structured questionnaire containing 5-point Likert scale statements. The researcher also used the secondary data for the study. The secondary data & information have been collected from different scholars and researchers, published e-books, articles published in different journals, periodicals, conference papers, working paper, company websites for annual reports & CSR activity reports and their internal newsletters.

1. **Gender of the respondents**

Gender	No of respondents	Percentages
Male	56	74.7%
Female	19	25.3%
Total	75	100%

Source: Primary data

Inference: From the above table it can be clearly seen that 74.7% of the respondents are Male category and only 25.3% are Female respondents.

2. **How often do you shop in Flipkart**

Particulars	No of Respondents	Percentages
Daily	0	0%
Weekly	7	9.3%
Monthly	29	38.7%
Rarely	35	46.7%
Never	4	5.3%
Total	75	100%

Source: Primary data

Inference: From the above table it is clear that out of 75 respondents, 9.3% of the people are weekly buyers, 38.7% were Monthly users, 46.7% are rare users and only 5.3% never used the Flipkart app and no user have ever used daily (0%).

3.   Acceptance of Product delivery speed

Particulars	No of respondents	Percentages
Highly Satisfied (Less than 2 days)	13	17.3%
Satisfied (2-3 days)	22	29.3%
Neutral (4-5 days)	23	30.7%
Dissatisfied (More than5 days)	12	16%
Highly Dissatisfied(more than 1 week)	5	6.7%
Total	75	100%

Source: Primary data

Inference: From the above table it is shown that out of 75 respondents , 17.3% of the   people are highly Satisfied with the delivery speed products in Flipkart, 29.3% of the respondents are satisfied with the delivery speed products, 30.7% of the people found it was neither fast nor slow in delivery of the goods, 16% of the respondents found it was slow (Dissatisfied) with the delivery speed of products, and only 6.7% of the users found that it was Highly Dissatisfied (Highly Troublesome) very slow delivery time (more than 1 week)

Findings
1. Most of the respondents found that Flipkart's prices are affordable compared to competitors.
2. A majority of them were satisfied with the user interface and ease of access and navigation.
3. Delivery speed was rated as satisfactory by most respondents.

Suggestions
   To enhance consumer satisfaction with Flipkart in Trichy, several suggestions can be implemented. First, improving delivery services is essential; ensuring timely and reliable deliveries will help build customer trust. Implementing real-time tracking features can keep customers informed about their order status, which enhances the shopping experience. Second, strengthening customer support is crucial. Providing multiple channels for assistance, such as live chat, email, and phone support, will ensure that customer inquiries and issues are resolved quickly and effectively. Third, enhancing the usability of the Flipkart app can significantly improve customer satisfaction.

Regular updates to make the app more user-friendly and easier to navigate will help customers find products more efficiently. Additionally, actively gathering customer feedback through surveys can provide valuable insights into their needs and preferences. Finally, offering personalized discounts based on purchasing behavior can attract new customers while encouraging repeat purchases from existing users. By implementing these strategies, Flipkart can improve its service quality, increase customer loyalty, and strengthen its competitive position in the e-commerce market.

II. CONCLUSION

The study concludes that Flipkart is well received in Trichy for its affordability, Variety, and customer service. By addressing areas of improvement, Flipkart can strengthen its market presence and customer trust. Furthermore, the research highlights the importance of understanding customer feedback to refine service offerings. Enhancing delivery efficiency and ensuring product availability are critical steps that Flipkart can take to boost overall satisfaction. Additionally, improving the user experience on the app by making it more intuitive and user-friendly will likely lead to higher customer retention rates. The study also emphasizes the need for Flipkart to actively engage with customers through surveys and feedback mechanisms, allowing them to voice their opinions and suggestions. This proactive approach helps in identifying areas needing attention. Ultimately, by implementing these changes, Flipkart can solidify its position as a leading e-commerce platform in Trichy, ensuring long-term growth and loyalty among its customers.

Future Scope of the study

The future scope of this study on consumer satisfaction towards Flipkart in Trichy City is promising and multifaceted. Future research can expand to include a larger sample size from different regions to gain a more comprehensive understanding of customer satisfaction across India. Additionally, longitudinal studies could be conducted to track changes in consumer preferences and satisfaction over time, especially as e-commerce continues to evolve. Exploring the impact of emerging technologies, such as artificial intelligence and machine learning, on enhancing customer service and personalization in online shopping can also be valuable. Furthermore, investigating the effects of social media marketing and online reviews on customer purchasing decisions would provide deeper insights into consumer behavior.

Lastly, the study can serve as a foundation for comparative analyses with other e-commerce platforms, helping to identify best practices and strategies that can be adopted by Flipkart to improve its services and strengthen customer loyalty in an increasingly competitive market.

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