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

Ms. S. Subhashree
Assistant Professor in department of Commerce, Sri G. V. G Visalakshi College For Women, Udumalpet.

ABSTRACT

The Purpose of the study is to examine and analyze 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 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.

STATEMENT 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 underestimated. 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, Garrett Ranking Technique, Scoring Technique and Chi-square Test.

LIMITATION OF THE STUDY
The limitations of the study are as follows:

1. It is a micro level study and the findings are applicable only to Udumalpet.
2. 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.
3. Due to the time constraint the study is restricted only to 150 respondents.
4. The findings are based on a sample survey. Hence all the limitations of sampling research are applicable.

RESEARCH METHODOLOGY
S.Bhuvaneswaran, 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                 | 40.61                     |
|                       | 25 - 35 Years  | 64                 | 42.67                     |
|                       | 35 - 45 years  | 14                 | 9.33                      |
|                       | 45 - 55 years  | 9                  | 6                         |
|                       | More than 55   | 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

| Occupation     | No. of Respondents | Percentage of Respondents |
|----------------|--------------------|---------------------------|
| Professional   | 23                 | 19.33                     |
| Student        | 34                 | 22.67                     |
| Government employee | 10             | 6.67                      |
| Private employee | 81               | 64                        |
| Home maker     | 2                  | 1.33                      |

Monthly Income

| Income            | No. of Respondents | Percentage of Respondents |
|-------------------|--------------------|---------------------------|
| Less than Rs.2,500 | 119                | 79.33                     |
| Rs.2,501 - Rs.5,000 | 11                | 7.33                      |
| Rs.5,001 - Rs.7,500 | 4                 | 2.67                      |
| Rs.7,501 - Rs.1,00,000 | 9               | 6                         |
| Above Rs.1,00,000   | 7                  | 4.67                      |

Marital Status

| Status          | No. of Respondents | Percentage of Respondents |
|-----------------|--------------------|---------------------------|
| Unmarried       | 52                 | 54.67                     |
| Married         | 68                 | 45.33                     |

Source: Primary Data

Experience in Flipkart

| Experience | No. of Respondents | Percentage of Respondents |
|------------|--------------------|---------------------------|
| Less than 1 Year | 58              | 58.61                     |
| Up to 3 years | 91                | 60.67                     |
| Up to 6 years | 1                 | 0.67                      |

Area of Residence

| Residence | No. of Respondents | Percentage of Respondents |
|-----------|--------------------|---------------------------|
| Rural     | 64                 | 42.67                     |
| Semi Urban| 86                 | 57.33                     |

Sources of Information

| Information Type | No. of Respondents | Percentage of Respondents |
|------------------|--------------------|---------------------------|
| Advertisement    | 65                 | 28.38                     |
| Friends and relatives | 97             | 42.36                     |
| Social Media     | 67                 | 29.26                     |

The above table reveals that majority (80 percent) of the respondents were female, maximum number (48.67 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                | 44.80                         |
| Life style       | 87                 | 21.27                         |
| Home furnishing  | 40                 | 9.78                          |
Majority (50 percent) of the respondents preferred bike accessories and helmets in the *Automobiles category*.

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

### Table 5 Level Of Satisfaction For Flipkart Shopping

| Factors                                      | H5 | S  | N   | D5 | D5S | Score | Rank |
|----------------------------------------------|----|----|-----|----|-----|-------|------|
| Availability of more brands of product       | 62 | 79 | 9   | 0  | 0   | 683   | I    |
| Quality of the products                      | 17 | 103| 26  | 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   | 561   | 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 | 33  | 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.

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**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 the *Home furnishing category*.

**Source:** Primary Data

| Categories            | Product       | No. of Respondents | Percentage of Respondents |
|-----------------------|---------------|--------------------|---------------------------|
| **Electronic Products** |               |                    |                           |
| Mobile and its accessories | 85           | 46.70              |                           |
| Watches and Wearables  | 38           | 19.78              |                           |
| TV, Audio and Video    | 6            | 3.3                |                           |
| Kitchen appliances      | 15           | 8.54               |                           |
| 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 Products** |           |                    |                           |
| Furniture              | 18           | 46                 |                           |
| 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                |                           |
| Lighting               | 2            | 5                  |                           |
| **Automobile Products** |               |                    |                           |
| Bike accessories and Helmet | 13          | 50                 |                           |
| Car electronic and accessories | 10   | 38.46            |                           |
| Car and bike care      | 2            | 7.69               |                           |
| Lighting and styling   | 1            | 3.85               |                           |
| **Books and More**     |               |                    |                           |
| 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               |                           |

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**Source:** Primary Data
There is significant relationship between monthly income and preference for electronic items, life style products, home furnishing products, automobiles and books and more items.

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 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 20–35 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 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.

- **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, automobiles.
  - There is no 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.

### Table 7 Relationship Between Selected Independent And Dependent Variables

| Hypotheses                                      | Chi-Square Value | Degree of Freedom | Result  |
|-------------------------------------------------|------------------|-------------------|---------|
| 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                                      | 8.19             | 18.5              | 6       | Accepted |
| Books and more                                   | 28.9             | 28.3              | 12      | Rejected |

**Source:** Primary Data

There is no significant relationship between 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.
• 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 by 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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