A STUDY ON CUSTOMER SATISFACTION OF ELECTRONIC PRODUCTS FROM FLIPKART WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT

Project report submitted in partial fulfilment of the requirement for the award of

Bachelor's Degree in Commerce

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CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by Navya Jose Thomas (Reg. No.180021067525), Neha Thankam Thomas (Reg. No. 180021067526), Nimisha Niyas (Reg. No. 180021067528), Nivon Mariam Kuruvilla (Reg. No. 180021067529), Parvathy Manoj (Reg. No. 180021067530) of B.com semester VI, in partial fulfilment of the requirements for the award of the bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

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DECLARATION

*I do hereby declare that the project titled **"A STUDY ON CUSTOMER SATISFACTION OF ELECTRONIC PRODUCTS FROM FLIPKART WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT"** is a bonafide report of the project work undertaken by me in partial fulfilment of the requirements for the award of the Bachelor of Commerce (Computer Application) of Mahatma Gandhi University, under the guidance of **Ms Resmi G Nair,** Assistant Professor, Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

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CONTENTS

TABLE NO.	TITLE	PAGE NO.
	LIST OF TABLES	
	LIST OF FIGURES	
I	INTRODUCTION	1
II	REVIEW OF LITERATURE/ THEORETICAL FRAMEWORK	4
III	DATA ANALYSIS	21
IV	FINDINGS/RECOMMENDATIONS AND CONCLUSION	39
	BIBLIOGRAPHY	41
	APPENDIX	42

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
1	GENDER OF THE RESPONDENTS	21
2	AGE OF THE RESPONDENTS	22
3	QUALITY OF GOODS AVAILABLE	23
4	ON TIME DELIVERY	24
5	POSSIBILITY OF PURCHASE RETURN	25
6	OVERALL FLIPKART EXPERIENCE	26
7	EXPERIENCE ON OTHER ONLINE SHOPPING SITE AS COMPARED TO FLIPKART	27
8	REGULAR CUSTOMERS OF FLIPKART	28
9	FLIPKART'S CLAIM ON GENUINITY	29
10	EASE IN PAYMENT METHOD	30
11	RELIABLE PAYMENT SECURITY	31
12	AFTER SALE SERVICE	32
13	GOODS DELIVERED IN GOOD CONDITION	33
14	WIDE VARIETY OF BRAND CHOICE AVAILABLE ON WEBSITE	34
15	TIME SAVING	35
16	RECOMMENTING FLIPKART TO OTHER CUSTOMERS	36
17	HOW OFTEN RESPONDENTS VISIT FLIPKART	37
18	WHICH OF THE FOLLOWING ATTRIBUTES IS GOOD IN FLIPKART	38

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
1	GENDER OF THE RESPONDENTS	21
2	AGE OF THE RESPONDENTS	22
3	QUALITY OF GOODS AVAILABLE	23
4	ON TIME DELIVERY	24
5	POSSIBILITY OF PURCHASE RETURN	25
6	OVERALL FLIPKART EXPERIENCE	26
7	EXPERIENCE ON OTHER ONLINE SHOPPING SITE AS COMPARED TO FLIPKART	27
8	REGULAR CUSTOMERS OF FLIPKART	28
9	FLIPKART'S CLAIM ON GENUINITY	29
10	EASE IN PAYMENT METHOD	30
11	RELIABLE PAYMENT SECURITY	31
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14	WIDE VARIETY OF BRAND CHOICE AVAILABLE ON WEBSITE	34
15	TIME SAVING	35
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17	HOW OFTEN RESPONDENTS VISIT FLIPKART	37
18	WHICH OF THE FOLLOWING ATTRIBUTES IS GOOD IN FLIPKART	38

CHAPTER 1

INTRODUCTION

Internet is changing the way in which consumer's shop and buy goods. Due to evolvement of such internet shopping materials many companies started using such medium with an aim of cutting market cost. Thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Internet is used by companies in order to convey, disseminate information, to communicate, to less the product, to take feedback and also to conduct satisfaction surveys from customers. Through internet consumers can buy the product online by comparing products prices, product features and after sale services facilities too. Many experts are optimistic about the prospect of online business. Internet could be termed as a unique opportunity for companies to more efficiently reach existing and potential customers.

Online shopping provides increase in value, quality and attractive of delivering customer benefits and better satisfaction, it is used as a medium for communication too. That is the main reason why online shopping is more convenient and day by day increasing its popularity. There is risk too associated with online shopping. Internet users may avert online shopping because of credit card fraud, lack of privacy, non-delivery risk, lack of guarantee in quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business.

Nowadays E-commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other type of shopping, through online shopping consumers can buy faster, more alternatives and can order product and services with comparing lowest price.

Online shopping allows consumers to buy products directly from the seller through internet. It is also called as web store, e shop or online store. Internet availability by the consumer is so important to buy goods from online. Recently, the consumers are mainly visiting online to reserve hotel rooms, buy rail or movie tickets, for buying books and electronic gadgets etc.

Customer satisfaction

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; More is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behaviour on customer's expectation. It also depends on how efficiently it is managed and how promptly depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post-delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

1.1 OBJECTIVES OF THE STUDY

1) To assess the satisfaction level of the online customers on the basis of product & web features.
2) To analyse the practical advantages of online shopping among the customers.
3) To analyse the possible factors that influence buying of electronic products from Flipkart.

1.2 SIGNIFICANCE OF THE STUDY

The present study mainly focuses on the factors influencing the buying behaviour of customers, practical advantages of online shopping and satisfaction level faced by respondents. Hence the results of the study will definitely be useful to the customers who prefer online shopping of electronic products.

1.3 SCOPE OF THE STUDY

The importance of the study is to know about the sense of satisfaction that influences the buying behaviour of customers on online shopping stores. It has been recognized in academic research and its literature. However, in this area remain broader and to some extend fragmented. The purpose of the study is to access the satisfaction level of customers, practical advantages and factors that influence buying behaviour of customers in Kottayam district.

1.4 STATEMENT OF THE PROBLEM

The main aim of the study is to find out the satisfaction level of online customers purchasing electronic products from flipkart. The study is carried out to state the reasons and analyse why the customers are satisfied or dissatisfied with the decisions they take while shopping online products.

1.5 RESEARCH METHODOLOGY

The study is designed as an exploratory one based on sampling methods. Both primary and secondary data have been used in this study.

1) PRIMARY DATA-

The primary data has been collected through structured questionnaire on convenience sampling through google form and the primary data was collected from 80 respondents.

2) SECONDARY DATA-

The secondary data used for the study has been collected from different sources of literature like journals, magazines, textbooks, and internet.

3) SAMPLE SIZE-

In this survey the sample size decided was 80 respondents. The sampling technique used for the study is convenience sampling. Convenience sampling is a type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand.

1.6 LIMITATIONS OF THE STUDY

1) The limit in accessing the population for collecting data

2) The lack of time to carry out a survey

3) Respondents views and opinion may hold good for the time being and may vary in the future.

1.7 CHAPTERISATION

CHAPTER 1 – INTRODUCTION

CHAPTER 2- REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK

CHAPTER 3- DATA ANALYSIS

CHAPTER 4- FINDINGS, SUGGESTIONS & CONCLUSIONS

CHAPTER 2

REVIEW OF LITERATURE AND THEORITICAL FRAMEWORK

2.1:- REVIEW OF LITERATURE

1. A.K.SUBRAMANI researched on "Customer satisfaction towards Flipkart, Chennai". The importance of the 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 was collected from respondents through scheduled containing questions. The study result concluded that future of retailers 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 etc.

2. Kim and Park conducted a survey on "Customer satisfaction towards online shopping" using U.S samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers are required to have computer skill in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store because it will be faster shopping there than in the Internet shop.

3. Nikita Arora conducted a research in "A Comparative Analysis of Customer Satisfaction between Amazon and Flipkart ". E-commerce includes an online transaction. Electronic commerce (e-commerce or EC) is the purchase and sale of goods and services on the Internet, especially on the World Wide Web. By integrating multiple web information management tools over the Internet, companies have implemented order intake, payment facilitation, customer service, marketing data collection and online feedback systems. In these paper researchers has tried to critically review the comparison of customer satisfaction rates between two major players, Flipkart and Amazon. The two big players have made a name for themselves in India. A comparative customer satisfaction in order to succeed in the e-commerce market place. This paper attempts to analyze customer satisfaction from Amazon and Flipkart. Primary data was collected. 70 samples are collected through a structured questionnaire. The data was analyzed using descriptive statistics and cross tabulations using SPSS

Software. The main findings of the study are the most customers are more satisfied with Amazon as compared to Flipkart.

4. R.Maheswari "Customer satisfaction towards flipkart, Coimbatore". Flipkart are one of the leading online shopping website in India. In this paper an attempt has been made to find customer satisfaction towards and flipkart. A sample of 50 respondents was conveniently selected from Coimbatore District. The findings were analyzed using simple percentage analysis, ranking test. Findings reveal that female customers whose annual income is high
are highly satisfied towards and flipkart. The research also concludes that even though is giving branded and quality product but customer is very much attracted towards the best services of flipkart.

5. Sharma and Mittal (2009) in their study "prospects of e-commerce in India", mentions that India is showing tremendous growth in the e-commerce. Undoubtedly, with the middle class of 288 million people, online shopping shows unlimited potential in India. The real estate costs are touching the sky. Today e-commerce has become an integral part of our daily life. There are websites providing any number of goods and services. The e-commerce portals provide goods and services in a variety of categories. To name a few: apparel and accessories for men and women, health and beauty products, books and magazines, computers and peripherals, vehicles, software, consumer electronics, household appliances, jewelry, audio, video, entertainment, goods, gift articles, real estate and services. Ashish Gupta, senior manager director of hellion venture partners and one of the first backers of Flipkart as an angel investor. "Flipkart has been absorbing companies that have some potential (lets buy, myntra). In that process, some of the bets will go wrong, for sure. But that is par for the course. The company (Flipkart) is consciously taking bets that allow it to either grow or eliminate competition that reduces marketing spend and improves economics".

2.2:- THEORITICAL FRAMEWORK

FLIPKART

Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and

registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra,

and was described as being “neck and neck” with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface.

HISTORY OF FLIPKART

Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the Indian Institute of Technology Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008. In 2010, Flipkart acquired the Bangalore-based social book discovery service we Read from Lulu.com.

BUSINESS STRUCTURE OF FLIPKART

According to a report in November 2014, Flipkart was operating through a complex business structure that included nine firms, some registered in Singapore and some in India. In 2012, Flipkart co-founders sold WS Retail to a consortium of investors led by Rajeev Kuchhal.[77] Flipkart's Indian entities are owned by Flipkart Pvt. Ltd, which is registered in Singapore. The Singapore-registered entity owns eight Indian companies, including Flipkart Internet Pvt. Ltd, the company that runs the e-commerce marketplace Flipkart.com, Flipkart India Pvt. Ltd, the wholesale business, and Flipkart Logistics Pvt. Ltd, which runs Ekart.

CRITICISM ON FLIPKART

On 13 September 2014, a Flipkart deliveryman allegedly molested a housemaid in Hyderabad.[124] The housemaid's employer sued Flipkart for this incident, citing the need for regulations to make offline delivery services safer.

In 2014, competitors such as Future Group (owner of retail chain Big Bazaar at that time) filed complaints with India's Ministry of Commerce and Industry, alleging that Flipkart's Big Billion Days discounts undercut prices in a manner predatory to other retailers. The ministry stated that it would look into the complaints.

In April 2015, Flipkart faced criticism for being a launch partner in the Airtel Zero program. Critics alleged that the zero-rating scheme violated the principles of net neutrality. Flipkart later pulled out of the project.

In 2015, around 400 delivery executives working with eKart, the logistics arm of Flipkart, went on strike to protest poor working conditions. Complaints included seven-day workweeks, extended hours, and a lack of clean toilets and medical assistance for bike riders involved in accidents. In 2016, delivery executive Nanjunda Swamy was murdered by a customer who did not have enough money to pay for a product. In response, Flipkart launched a safety initiative -'Project Nanjunda', named after the deceased executive. This included an SOS button in the mobile app (called the Nanjunda button) that could be used by field executives in case of emergencies.

Vendors on Flipkart have faced several challenges while doing business on the company's marketplace, to the extent that some of them have quit the portal. Some of these challenges include Flipkart's alleged unfair policies towards sellers, the lack of a competent logistics service, and customer returns that are a result of consumer fraud.

E-COMMERCE

Modern communication and information technologies can enable change in organization structures and business processes, and they influence the competitive advantage of firms. Under their influences markets gain increasing importance as a coordination form. But also events within the market and market structures are experiencing changes due to the increasing utilization of modern telecommunication media. The drivers, nature, and magnitudes of these changes are the focal points and enablers of electronic commerce and area addressed in this contribution.

Electronic commerce is a relatively new concept and has crept into the business vocabulary no sooner than the 1970s. We encounter many economic activities that find electronic support. The literature and trade press tend not to delineate clearly among[a] electronic business, electronic commerce, electronic markets, and related terms. Maybe we should not be surprised, as the field of electronic commerce and organizational processes is subject to fast and often dramatic and externally induced technological changes. The widespread use of personal computers, coupled with the proliferation of telecommunication networks and the Internet, as well as their joint integration, has made paper-free trading a reality, even for common citizens.

Broadly speaking, electronic commerce includes any form of economic activity con-ducted via electronic connections. The bandwidth of [a] electronic commerce spans from electronic markets to electronic hierarchies and also incorporates electronically supported entrepreneurial networks and cooperative arrangements (electronic networks). The market coordination mechanism is their common characteristic. Services within the tourism, finance, or insurance industries, but also product distribution and customer services, are typical fields of application.

Electronic data interchange (EDI) and electronic mail, for example, are central business tools underlying the operation of electronic commerce. Yet it is impossible to trade over EDI without a contractual agreement. Both EDI and electronic mail today may be viewed as value-added network services, and they allow the user to substitute electronic forms for their paper-based counterparts. Over 45,000 firms in the United States alone exchange data electronically, and more than 60% of all U.S. firms utilize some form of EDI.

Development of the Internet, as well as the World Wide Web (WWW), demonstrates business and industry' s increasing interest in and recognition of importance of electronic commerce. Solutions to buying and selling in these environments, how to handle electronic cash transactions, various security issues, and other topics are emerging. The emerging strong interest in the Internet and WWW and the accompanying frenzied trend to find a role, presence, or niche by businesses worldwide is reflected in the relevant trade literature, activity on the Internet, and attention paid at major industry conferences such as the annual Gartner Group conferences. With the advent of the Internet and WWW, a new medium has emerged whose potential is more dynamic than color printing, radio, or television. The appeal of such universal connectivity and access is driving firms to the Internet. It appears that all this focused interest,

current developments, and apparent perceived importance by the business world are resulting in a perception that by the year 2000 the Internet is the universal dial-tone for conducting business. The aim of all these efforts is to conduct business electronically with millions of small and medium-sized firms and with millions of customers equipped with personal computers and a modem, as well as those who will be equipped in this fashion within the next 5 years. The WWW has become a viable part of firms' long-range strategic plans. The Internet phenomenon is indeed a paradigm shift governing both business and information technology systems.

It may take time and considerable investments, but most observers agree that there is no doubt that our computers, televisions, and some machines not yet dreamed of will one day be a two-way window to the world through which we can tweak our bank accounts,2 R. T. Wigand

order groceries, or broadcast our own views to anyone who is willing to listen. Many of these things are already possible today, but maybe not yet in a user-friendly fashion. The effects of these developments will be modest at first, probably more modest than has been predicted, as is usually the case with newer information technologies. Most newer information technology is used at first to replace familiar tasks that is, they may perform familiar tasks better and more cheaply.

Within our economic system, electronic commerce must be seen in the context of markets. Markets are places of exchange. It is here where supply and demand meet. A market is conceived to consist of all goal-seeking firms, government agencies, or individuals producing some commodity, as well as all firms, government agencies, and individuals purchasing the commodity. Within this market, the exchange of goods and services takes place. When the market is competitive, it is characterized by (1) many buyers and sellers, (2) homogeneous products, (3) easy entrance to and departure from the market, (4) low switching costs for consumers who wish to choose among suitable goods from competing firms, and (5) the availability of perfect information. Information is an essential ingredient for the functioning of any market and is exchanged frequently between buyer and seller, such as when price information is exchanged. Perfect information denotes that consumers will have all the information they need to make in-formed, rational decisions about which goods or services to purchase in the marketplace.

The market is viewed aside from the hierarchy as the second basic form of coordination. Between the two poles of ªmarketº andª hierarchy one can recognize a continuum of hybrid organization forms that offer depending on differing task situations varying degrees of efficiency and, in turn, advantages. Based on efficiency reasons, the coordination form of the market lends itself well to standardized transactions of performance relationships that have little variability and are easily describable. Electronic markets, therefore, are one selected institutional and technical platform for electronic commerce.

Advantage of Selling on E-commerce Portals

1. **Footprint –** The total number of people buying online in India as of 2015 were at least 65 million. This number is only going to increase and it will not decrease. So, we can be rest assured that

your product will receive much more page views when it is on an E-commerce then compared to your site.

2. **Brand Building –** When more and more people put in the reviews for your products, your product comes up the research pages and therefore the brand is imprinted in consumer's mind. There are several kitchen appliances brands which did not exist 5 years back but are household names now because of the exposure they received in E-commerce portals. Mind you, the brand will be built only if the product is of high quality.

3. **It is Easy -** Selling on E-commerce portals is easy. This is the biggest argument for you if you are a non-technical person. Take it from me (who owns this website) that building an E-commerce portal is not easy if you are non-technical.

4. **You Can Negotiate with the Portals –** There are many options within these E-commerce portals to increase your sales. If you are ready to invest, you can buy banner ads, push your products higher up with a "Sponsored" tag or in general, offer a higher marketing budget so that the product managers take care of the sale of your product. This ensures that even if you are a comparatively new company, you receive good sales.

5. **Volumes are Fantastic –** A major factor people are loving online sales is because of the volumes they achieve through online sales. If through physical distribution, you were able to reach a state or a region, with online sales you can reach across the country and in some cases, international shipping can be done as well. Thus, the volumes are fantastic. The reason most online players are attracted to it.

Disadvantages of Selling on E-commerce Portals

1. **Price Competition –** Whatever you do online exposes you to more competitors. And there are so many of them out there. If you offer a unique product, a similar product with a different brand name will be launched soon, many a times with lesser price. This would probably be by a competitor who also got the idea of selling online once you started to sell. So, there is no extra advantage to you for this idea of "Selling online". The better you go online, the safer you will be. But price competition is sure to be there.

2. **It does not sell large products –** One the major disadvantage of E-commerce portals is that large products are not sold that easily. For example – Amazon does not sell anything above 8kg in Easy ship and it does not sell anything above 30 kg through fulfillment. You have to hire a 3rd party transport to do the same. Although Snapdeal does not offer the sale of these products, but the sale is far lesser for large products and handling charges are very high.

3. **Returns of products are high –** In flipkart, I once had 40% sales returns for a complete quarter. The returns were almost equivalent to the sales and I almost gave up. But later on, by giving feedback and fighting with the logistics team, I could bring down the product return date. Overall, with online sale, you can expect a higher rate of return of products when compared to offline sales.

4. **Number of sellers –** With so much competition, it's a real challenge to stay ahead in all spears to end up making a sale. Some of these competitors are veterans in online selling and you might require more time to actually compete and increase your sale over a period of time.

5. **Profitability –** Your profitability is generally very low in online sales. There are two main reasons for this.
   A) You are already operating at low margins due to solid and visible competition.
   B) Your operating expenses are relatively high in online sales because of the storage, transportation, packaging and sales return debits.

TRENDS IN E-COMMERCE

1. AR enhances the reality of online shopping.
2. There will be a growing volume of voice search.
3. AI helps shops learn about shoppers.
4. On-site personalization uses those insights to create individualized experiences.
5. Big data plays a big part in creating personalized experiences.
6. Chatbots improve the shopping experience.
7. Mobile shopping is still on the move.
8. More ways to pay.
9. Headless and API-driven ecommerce allow continued innovation.
10. Customers respond to video.
11. Subscriptions keep customers coming back.
12. Sustainability is becoming more important
13. Businesses should optimize digital strategy for conversion.
14. B2B is growing...and changing.

1. Augmented reality enhances the reality of online shopping

Augmented reality (AR) has been a complete game changer for ecommerce. With this type of technology, shoppers can truly see the item they're shopping for, which helps them make a buying decision. AR really changes the shopping experience in specific industries, such as fashion and home decor because the customer can get a better feel for the item without seeing it in-person.

In 2019, Gartner predicted that 100 million consumers will shop using AR by 2020, so it will be interesting to see how that shakes out next year.

Michael Prusich, Director of Business Development at 1Digital Agency, agrees with this prediction:

"Polls have shown some really powerful numbers in regards to AR too: 35% of people say that they would be shopping online more if they could virtually try on a product before buying it, and 22% would be less likely to visit a brick-and-mortar store if AR was available via their favorite ecommerce store. AR grants a person with the ability to not just see a 3D model of a product but lets a user see how it looks if they were actually wearing it. Some products and industries lend themself better to traditional shopping methods, but AR is going to shake things up sooner than later."

Tessa Wuertz, Director of Marketing & Partnerships, efelle.com, also sees the potential for even smaller to midmarket businesses joining the trend:

"We are expecting a lot more businesses to utilize AR for their products and businesses — so much so that it will become more standard in ecommerce and social media platforms. We're seeing it put to use with larger companies, but I think we're soon going to start seeing it become mainstream for businesses of all sizes."

2. There will be a growing volume of voice search

Not only do more people own smart speakers, but they also rely on voice assistants to complete daily tasks. Loop Ventures forecasts that 75% of U.S. households will own a smart speaker by 2025.

As more homes adopt smart speakers, more consumers will utilize voice search to shop online, order food and organize their lives. The rise of voice search creates an opportunity for ecommerce businesses in terms of keywords and content.

David Zimmerman, Director of eCommerce Solutions, Kensium, included "more involvement of voice-enabled solutions in the commerce space with Amazon Alexa and Google Home" high on his list of 2020 trends to keep an eye on.

3. AI helps shops learn about shoppers

Artificial Intelligence (AI) and machine learning make it possible for the customer to have automated, personalized shopping experiences. AI is continuously collecting data on how a customer shops, when they buy purchases and what they're looking for in a product or a service. It's a piece of technology that really can't be replicated in-store.

Ron Smith, Editor in Chief, The Digital Outdoor, emphasizes how the complexity of AI and the ability to make it more human is also increasingly important:

“People want to know that brands care about them, and AI will be programmed accordingly. We have currently seen the opposite behavior on social media, where AIs learn from humans’ more negative remarks, but it’s highly likely that consumers will crave the impact. If bots can learn how to form sentences to convey an emotion, companies can soon teach them to offer comfort and products based on customers’ moods.”

4. On-site personalization uses those insights to create individualized experiences.

Buyers of all sorts — including B2C and B2B — are looking for personalized, custom shopping experiences online. The data collected from AI is what makes it possible for a buyer to get personalized product recommendations and detailed customer service.

Implementing personalized experiences on-site or in marketing efforts has been shown to have a strong effect on revenue, with one study finding it had a 25% revenue lift for retailers scaling advanced personalization capabilities.

For further context, this accounted for 19% of participating companies while retailers that were "building basic personalization capabilities" achieved "a revenue lift of 10% or more; the retailers in this tier account for 40% of the participating companies.

Kaleigh Moore, freelance writer and ecommerce specialist, sees AI-powered personalization becoming increasingly relevant in 2020:

“As brands harness and leverage more data, they’ll be able to create incredibly relevant experiences for shoppers that feel tailor-made.”

5. Big data plays a role in creating personalized experiences.

Today, many consumers are more aware that ecommerce sites are collecting personal data, which puts them at risk. Because of this, experts have mixed feelings about the benefits of big data and how it affects the personalized shopping experience.

Luis Catter, Conversion Rate Optimization Expert at Kensium Solutions, has his own predictions for how personalization will continue to evolve alongside data concerns:

“As the tech giants continue to expand and bring more services in-house, personalization will eventually make its way to the internet of things. In addition to seeing suggestions on search engines or shopping platforms, we’ll also see them on our thermostats and our doorbell cameras. However, with some of the legislation being enacted, we’ll be able to opt out of it. This will create an interesting dichotomy — people who have ultra-personalized experiences

and those who do not. This will have interesting impacts on how we as marketers are able to reach new users."

6. Chatbots improve shopping experiences.

Chatbots interact with online shoppers much like an in-store sales associate would do. Today's shopper wants to be able to find and buy a product in just a few clicks, and if they can't, they get frustrated. This is where a chatbot can step in and save the sale.

Experts predict that 80% of businesses will be using chatbots in 2020.

Shane Barker, Founder and CEO of ecommerce thought leadership blog shanebarker.com/blog posits:

"Chatbots are all the rage today for customer support. However, I think they'll drastically change the way people shop online. They'll become one of the most important marketing tools. In the retail space, self-checkout kiosks will probably become the norm and in-store marketing will increase."

Duran Inci, CEO of Optimum7, sees chatbots becoming increasingly personalized to improve the customer experience:

"The same way chatbots are becoming more intuitive, so do I think that personal shopping assistant bots online will become more prevalent, using previous data to help anticipate new products that you'll like. Similar to Amazon's suggestions for similar products."

7.Mobile shopping is still on the move

Mobile shopping allows customers to make purchases from anywhere, which is vital in today's world. However, if your ecommerce site isn't responsive on mobile or through web apps, you'll be missing out on big opportunities. Shoppers who are mobile users want the added convenience, plus the ability to pay digitally.

In 2019, Statista estimated that by the end of 2021, 73% of ecommerce sales will take place on a mobile device.

Corey Dubeau, VP of Marketing at Northern Commerce, is one of many who see "improved quality and more mobile payment integrations" to be a harbinger of change in 2020.

8. More ways to pay.

Customers have individual needs when it comes to payment methods, but they might cancel a potential sale if they can't pay how they want on an ecommerce website. Offering a wide variety of ways to pay is a good way to increase conversion rates on mobile devices. Plus, if customers can save their payment information on your site, they'll be able to checkout even faster the next time they make a purchase.

Joe Chilson, Head Writer and Account Manager, 1Digital Agency sees centralization of payments also making strides in 2020:

"Think about how easy it would be to buy a product on any website if, at checkout, you could simply give them an ID unique to you. This unique ID would be for a centralized wallet service that would securely store all your payment info, shipping and billing addresses, preferences, etc. Companies like Apple and PayPal have taken shots at this in the past, but I think it could become more normalized."

9. Headless and API-driven ecommerce allow continued innovation.

Headless commerce is a solution that allows an online store's ecommerce platform to be completely decoupled from the frontend presentation layer.

More ecommerce businesses are adopting headless because of its flexibility on the backend, plus the added SEO, content marketing and digital experience capabilities. LARQ Ecommerce Architect Antonio Kaleb explains: "With headless, we get more control over our content and customer journey through checkout. We had a multi-region need that was solved for with the headless BigCommerce solution, allowing us to combine all of our stores into one single domain, for which we have developed additional features."

10. Customers respond to video.

Video proved to be a great way to engage customers in 2019, and it's not going away anytime soon. Creating videos for your website is a great way to instantly grab and engage a customer and inform them about your product or service.

Ron Smith, Editor in Chief, The Digital Outdoor considers how video can be used to help educate customers:

"I see the use of podcasting and short video content to augment the opportunity for buyers to learn about how an ecommerce brand's products and services provide the solution to the opportunity, challenge or problem a buyer is looking to answer. With these two forms of content development comes the technology to micro track a viewer's engagement…"

Shane Barker further emphasizes the importance:

"The importance of videos can't be understated. Videos can help you explain and showcase your products better than images ever can. You should consider adding videos of your products in your ecommerce store."

11. Subscriptions keep customers coming back.

There are subscriptions of all sorts these days and their convenience is attractive for consumers. For companies, subscription services create a way to plan for inventory and sales that are already locked in.

David Zimmerman, Director of eCommerce Solutions, Kensium still predicts that "more companies will offer subscription services or monthly payment options for larger purchases" in the coming year.

12. Sustainability is becoming more important.

Consumers and businesses alike are becoming more aware of the environment. Because of this, consumers are being more conscious about where they shop and the impact it has on the environment and related effects.

One survey found that 50% of respondents wanted more sustainability in the fashion industry, and 75% wanted to see less packaging.

Many businesses are finding ways to be more eco-friendly by going paperless when possible, using biodegradable packaging, and using recyclable supplies.

13. Businesses should optimize digital strategy for conversion.

Getting potential customers to your site is one task but getting them to convert is another. In 2020, businesses are looking to improve their conversion rates by optimizing their product pages. Multi-channel selling is also another way to get conversions, whether through Facebook advertising or shopping ads on Google.

Scott Ginsberg, Head of Content, Metric Digital adds:

"More and more brands are competing for the same eyes. Facebook's algorithm rewards video and motion-based creative that are more likely to hook your audience quickly. And customers are also more demanding, impatient and curious than ever before. Make sure you understand the ins and outs of Performance Ad Creative that doesn't only look cool, but also drives conversions. Using those channels intelligently is the best way to make sure your brand will be uniquely positioned to stand out in the continually changing digital marketing landscape."

14.B2B is growing...and changing.

If you were ever worried that B2B would go out of style, fear not. Global retail ecommerce sales for B2B are expected to reach $1.1 trillion in 2021, according to data from Statista.

Forrester predicts that by 2020 almost half of all adults will be Millennials, which also means an increase in Millennial B2B buyers. Both of these audiences want to be able to easily research their needs and related products without conversing with salespeople.

B2B ecommerce brands are working to meet these needs. Connie Wong, Marketing Manager, Silk Software, talks about this transition: "The days of orders needing to be placed through fax order forms or phone calls only are shrinking. More and more businesses are beginning to see the value in servicing their customers online. By automating these tasks through their ecommerce site, teams are moving away from spending the bulk of their time on processing order entries from email spreadsheets or hard copy forms. Instead, they are shifting their focus

towards what matters most: engaging with customers, providing them with an excellent customer experience, and establishing ongoing client relationship".

TRADITIONAL MARKETING

Traditional marketing has many facts. For instance, it includes tangible items like print ads in magazines or newspapers, business cards. It can also include commercials on radio or TV, posters, brochures and billboards. Anything except digital ways to promote your brand is traditional marketing.

Another meaning of traditional marketing is when people find your business through reference or network and start buying your product or service. It is a conventional form of marketing your brand, which helps to reach an audience with offline modes of advertising. The major fundamental aspects of traditional marketing remain the same even though it has evolved over the years. The selling techniques remain on the four P's- product, price, promotion and place. Every brand should know how to include these four P's of marketing in their business.

THE FOUR P's OF MARKETING

- **Product –** When you have a better understanding of your product, only then will you be able to effectively market it. A product can be an intangible service or a good that fulfills the needs and wants of the target audience.
- **Price –** The cost of the product is based on how familiar you are with it. When it comes to demand, supply, profit margin, etc. Price is to be kept in mind.
- **Promotion –** The way you advertise your product and show it to the target customers is known as promotion. Promotion can be digital or traditional.
- **Place –** Putting the right product at the right time and place in front of your target group is what traditional marketing relies on. When you place a product in the right situation, you increase the chances of converting the prospects into consumers.

Advantage of Traditional Marketing

- **Traditional marketing is harder to ignore**. You can surround your prospect with your brand, value proposition, message and products via a public multi-media campaign. Mass media-TV, billboards, stadiums, buses-creates mass effect and impact. (There is a reason naming rights for stadiums are so high). Out in public, your potential for brand exposure to the mass market is enormous.
- **Traditional marketing offers DIY options**. Many traditional channels – direct mail, events, personal contact-are easy for your marketing team

to execute themselves without the additional cost of an external partner or agency.

- **Traditional marketing poses less potential risk for your brand**. Offline, you can more easily control your brand and message, as well as how it is displayed. And for some audiences, traditional marketing methods demonstrate the stability and security of the brand.
- **Traditional marketing is better at reaching certain audiences.** Certain key banking customers continue to use traditional media as a primary source of information. CD campaigns, for example do well in local newspapers.
- **Traditional marketing, in the form of direct mail, is better able to deliver specific offers for specific people.** While email marketing is making strides, direct mail is still the best way to truly target specific people with specific offers. The advantage of direct mail over digital communications is especially strong when you're targeting existing or former customers.

Disadvantages of Traditional Marketing

- **Traditional marketing can be more expensive than digital marketing.** This is true especially when you add in the total costs of production and the media buy.
- **Traditional marketing can take longer to execute and refine than digital campaigns.** Producing a print ad takes time- and rounds of edits. Then once the ad is done, it is done. There is no going back to change a color, font or word. Digital ads, on the other hand, can be tested and edited in real time to improve their effectiveness.
- **Traditional marketing often not as measurable as digital marketing.** While there are services to estimate TV viewership and billboard drive-by, they are still estimates. Digital media can pinpoint metrics along the entire marketing funnel, from page landings to click-through to purchases.
- **Traditional marketing doesn't have the same ability to target and sub-segment as digital.** Other than direct mail, most traditional marketing methods cannot and do not offer the same level of segmentation and targeting that can be achieved with digital targeting.
- **Traditional marketing is gradually losing its audience.** When designing your campaign, you have to think about who watches regular TV or reads a newspaper these days. While there are clear segments of network TV viewership and physical newspaper readers, there is no doubt that paid TV subscriptions and e-readers are changing the way people of all ages consume news and media.

Traditional media outlets are learning to adjust for a new generation of consumers, and so must financial marketers.

Digital Marketing VS Traditional Marketing

BASIS OF COMPARISON	TRADITIONAL MARKETING	DIGITAL MARKETING
Meaning	Traditional Marketing refers to the marketing that uses traditional channels or media, for the purpose of marketing communication.	Digital Marketing implies the marketing of products and services via digital channels, such as the internet, Smartphone, display ads, and other digital medium.
Nature	Static	Dynamic
Conversion	Slow	Comparatively fast
Engagement	Low	Comparatively high
Return on Investment	Cannot be measured easily.	Can be measured easily.
Effectiveness and Expensiveness	Less effective more expensive	Less expensive more effective
Tracking	Not possible	Possible
Targeting	Standardized	Customized
Tweaking	Not possible once the ad is placed.	Can be performed anytime, even after the ad is placed
Results	Delayed results	Quick and real-time results
Reach	Local	Global
Communication	One-way communication	Two-way communication

Reasons for the success of flipkart

1. **Product category selection:** Flipkart started with books first – a product category with high margins, low maintenance and items that are easy to transport. Books are also non-perishable items and their value does not do down with time. Flipkart did not have to maintain inventory in the initial days when orders were low, as books could be procured directly from distributors based on the number of orders from customers. Added to this, delivery time of books was not extremely critical for initial customers as they ordered mostly for reading at leisure. This choice of product category helped Flipkart ensure better customer satisfaction in their initial years. The product categories that Flipkart (electronic goods and digital music) chose to enter after their success in books also allowed them similar advantages.
2. **Convenience:** Flipkart offered the convenience of buying books to customers without stepping outside their homes or offices. Considering that most of their initial-customers were corporate employees living and working in large metropolitan areas, the convenience offered by Flipkart freed the customers leisure time on weekends. Also, Flipkart saved them the hassle of facing traffic on their way to shopping. For the customers in smaller towns and remote areas, the catalog offered by Flipkart was much more comprehensive than any local store could offer.
3. **Supply chain efficiency:** Flipkart's biggest differentiator and the game changer in the market was their supply chain efficiency. Although not the first e-commerce player in India, Flipkart managed to solve the biggest problem anyone ordering online in India had – reliable delivery of goods. By tying up with national courier companies in the initial days, they were able to ensure their first stage of their marketing via word of mouth, with customers telling their friends how quickly their orders were fulfilled. However, to improve their service levels and ensure better control on the customer experience, Flipkart did what no other player in India had attempted earlier – they set up their own delivery service. This service has been so successful that it has now been so successful that it has now been hived off as a separate company offers its services on hire to other e-commerce players in India in the future.
4. **Focus on customer service:** While the other e-commerce players in India were spending heavily on high decibel marketing. Flipkart has its money in customer service. In a country where online payment is flaky at best, with 25-30% failure rates, Flipkart's practice of calling up customers whose transactions did not go through was a stroke of brilliance. Not only did this improve their conversations, but assured customers a personal touch were they felt that someone was concerned that they were inconvenienced. Also, unlike many other online retailers, Flipkart's customer service department did not operate in a silo and actually ensured coordinated resolution to issues.
5. **Discounts and free shipping:** When Flipkart started as an online book seller, one of their biggest draw was the discounts they offered on each book. Books are a high margin product category and even the neighborhood book seller can afford to give discounts to customers. However, many times this requires customers to explicitly ask

for a discount, which is not always a pleasant experience. Also, customers in tier-2 towns do not get this advantage as the local bookseller may not have an advantage of high volumes. Flipkart on the other hand, offered the same quantum of discounts no matter where the customer lived, which of course they could do because of the higher aggregated volumes from across the country. Free shipping offered for every order, was an added advantage. Unless a customer needed a book immediately, it made much more sense to buy online at Flipkart. They have since moved on from being a cheaper destination for buying books, in fact even shipping is not free anymore below a certain bill amount now, but in the initial days, these were definitely one of their best customer acquisition strategies.

Factors Influencing Purchase Decision

There are three factors that influence buyer conduct. Such factors play an important role on consumer buying behavior. Social factors include the social gathering or surrounding, culture and subculture, friends, relatives, family, colleagues. These people have a great influence on the buying behavior of consumers. Mental factors mean the internal state of mind or the way of thinking of customer. It includes inspiration, recognition, learning and state of mind of buyer or client. Personal or individual factors incorporate individual's statistical elements, way of life, and situational factors.

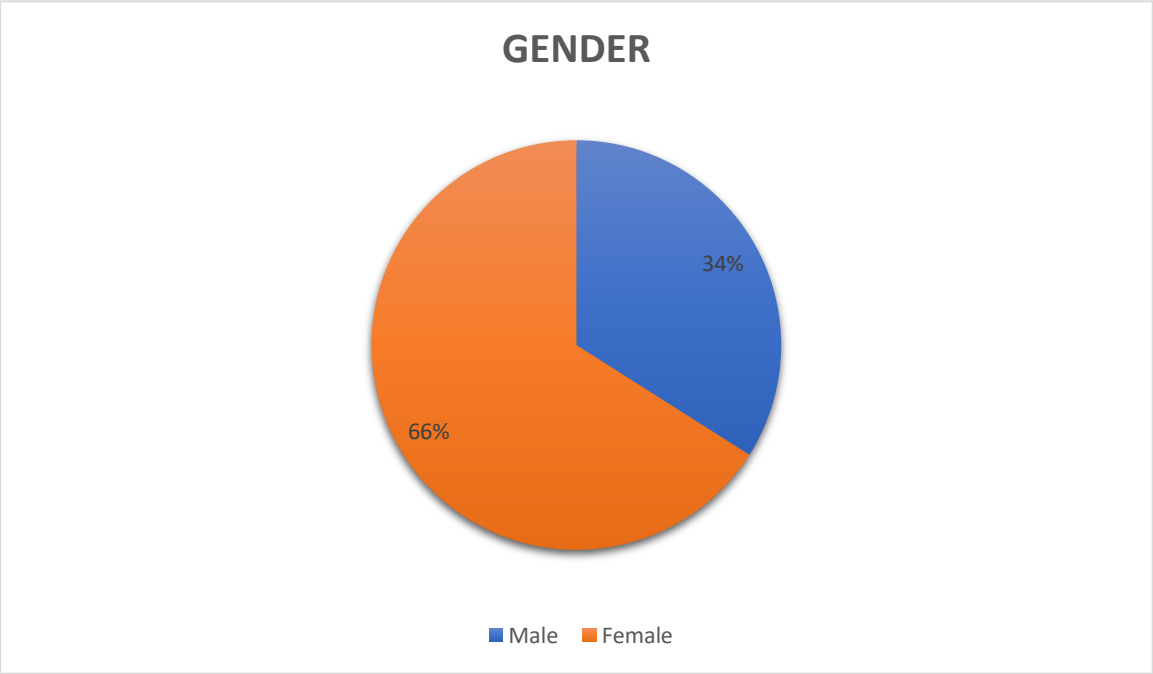
CHAPTER 3
DATA ANALYSIS AND INTERPRETATION

Table 3.1 Gender of the respondents

PARTICULARS	RESPONDENTS	PERCENTAGE
Male	27	34%
Female	53	66%
Total	80	100

(Source-primary data)

Fig 3.1 Gender of the respondents



(Source- Table 3.1)

INTERPRETATION

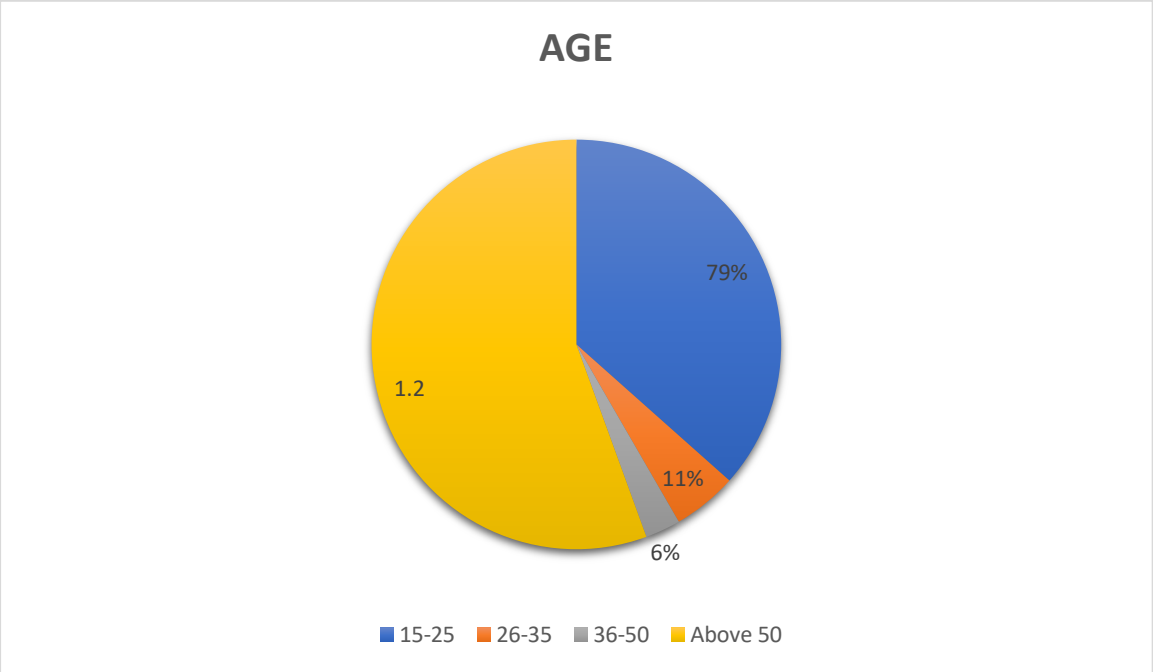
Table 3.1 and Fig 3.1 shows the gender of respondents. The study shows that 34% of the respondents are male and 66% of the respondents are female.

Table 3.2 Age of the respondents

PARTICULARS	RESPONDENTS	PERCENTAGES
15-25	63	79%
26-35	9	11%
36-50	5	6%
Above 50	3	4%
Total	80	100

(Source- primary data)

Fig 3.2 Age of the respondents



(Source- Table 3.2)

INTERPRETATION

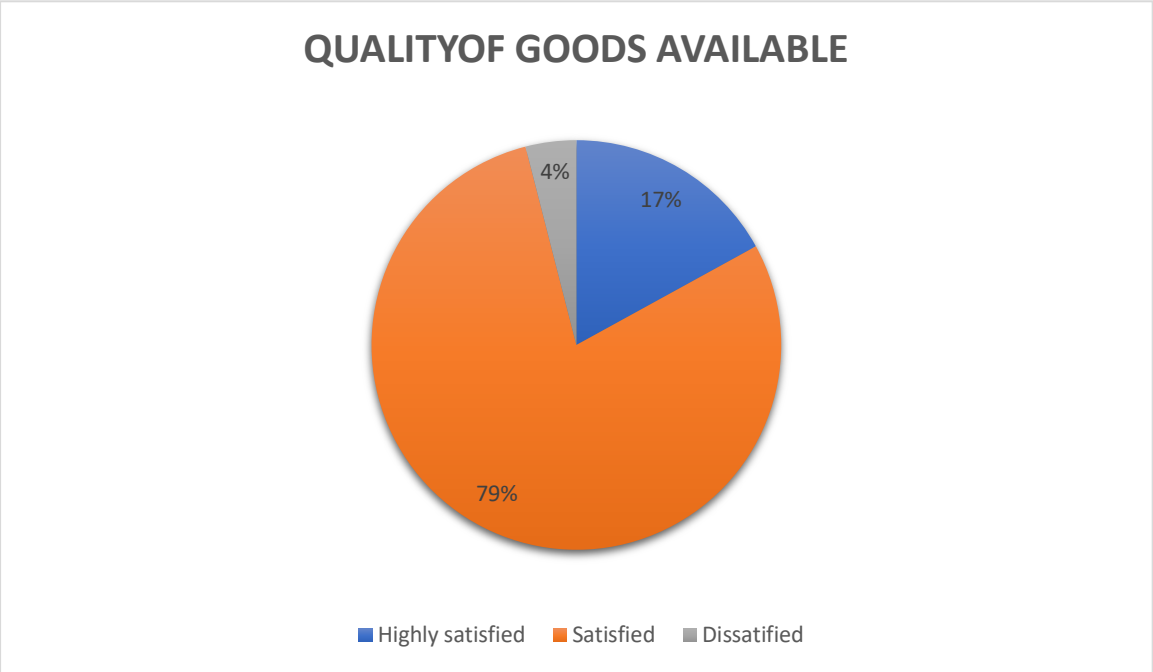
Table 3.2 and Fig 3.2 shows the percentage of respondents age limit. The study shows that 79% of the respondents fall under the age limit of 15-25.

Table 3.3 Quality of goods available

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	14	17%
Satisfied	63	79%
Dissatisfied	3	4%
Total	80	100

(Source-primary data)

Fig 3.3 Quality of goods available



(Source- Table 3.3)

INTERPRETATION

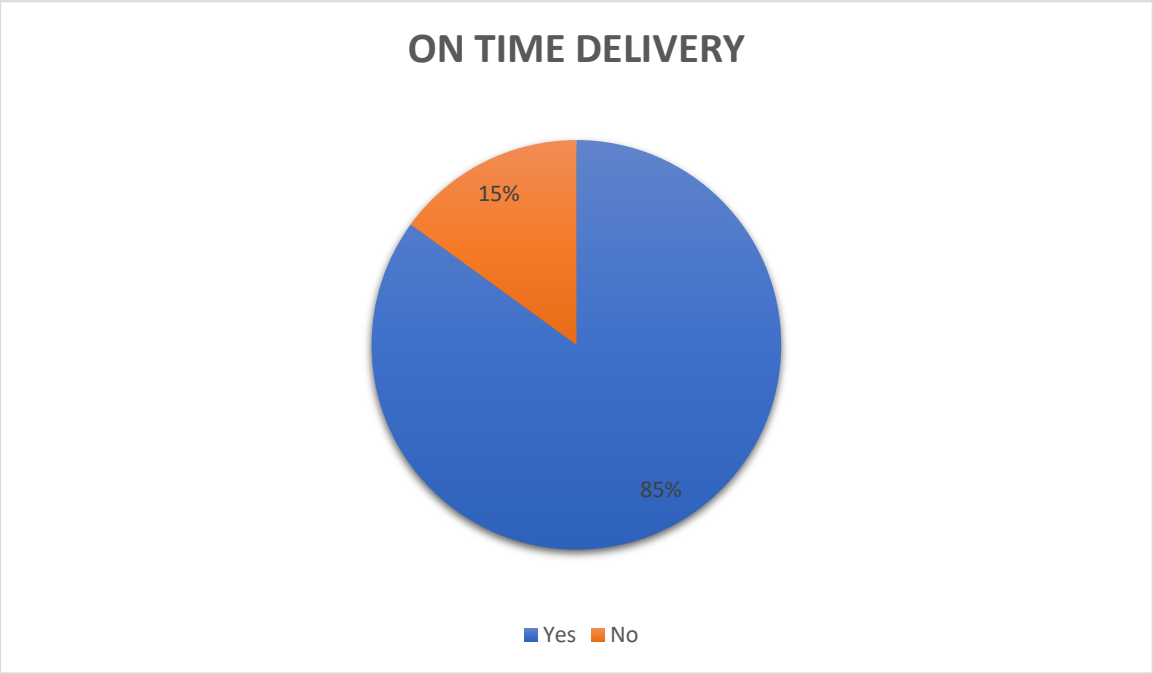
Table 3.3 and fig 3.3 shows the quality of goods available on site. The study shows 17% of the respondents are highly satisfied, 79% are satisfied and 4% of the respondents are dissatisfied regarding the quality of goods available.

Table 3.4 On time delivery

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	68	85%
No	12	15%
Total	80	100

(Source- primary data)

Fig 3.4 On time delivery



(Source- Table 3.4)

INTERPRETATION

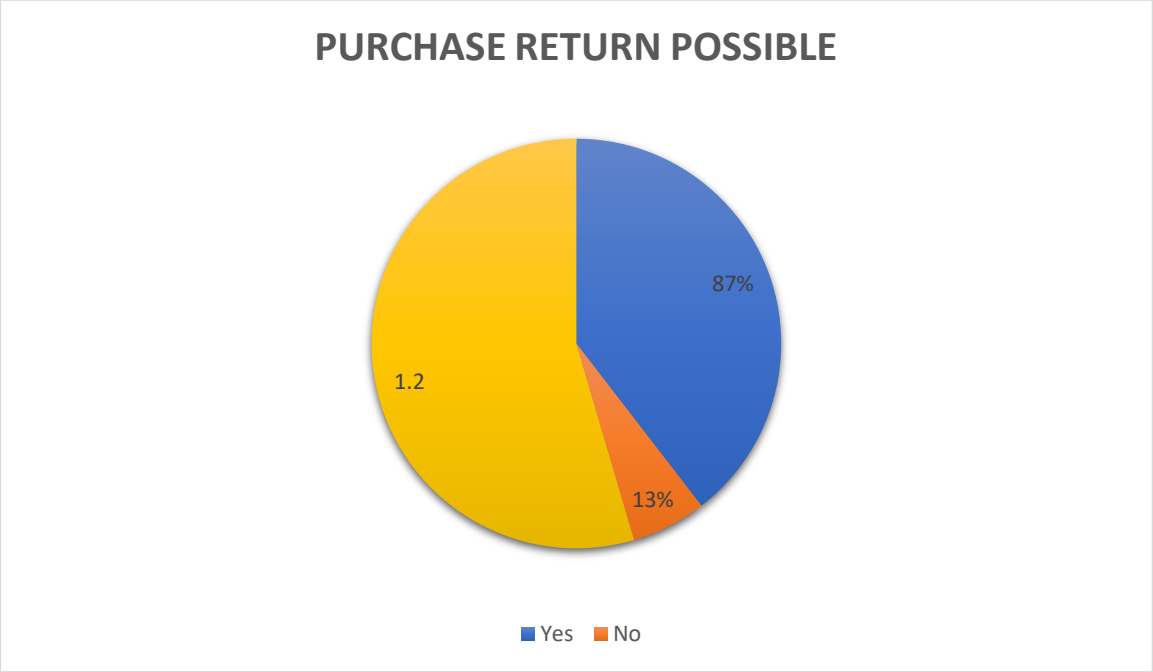
Table 3.4 and fig 3.4 shows the accuracy in delivery on time. The study shows 85% of the respondents prefer to state accuracy in on time delivery whereas 15% of the respondents do not.

Table 3.5 Purchase return possible

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	70	87%
No	10	13%
Total	80	100

(Source- primary data)

Fig 3.5 Purchase return possible



(Source- Table 3.5)

INTERPRETATION

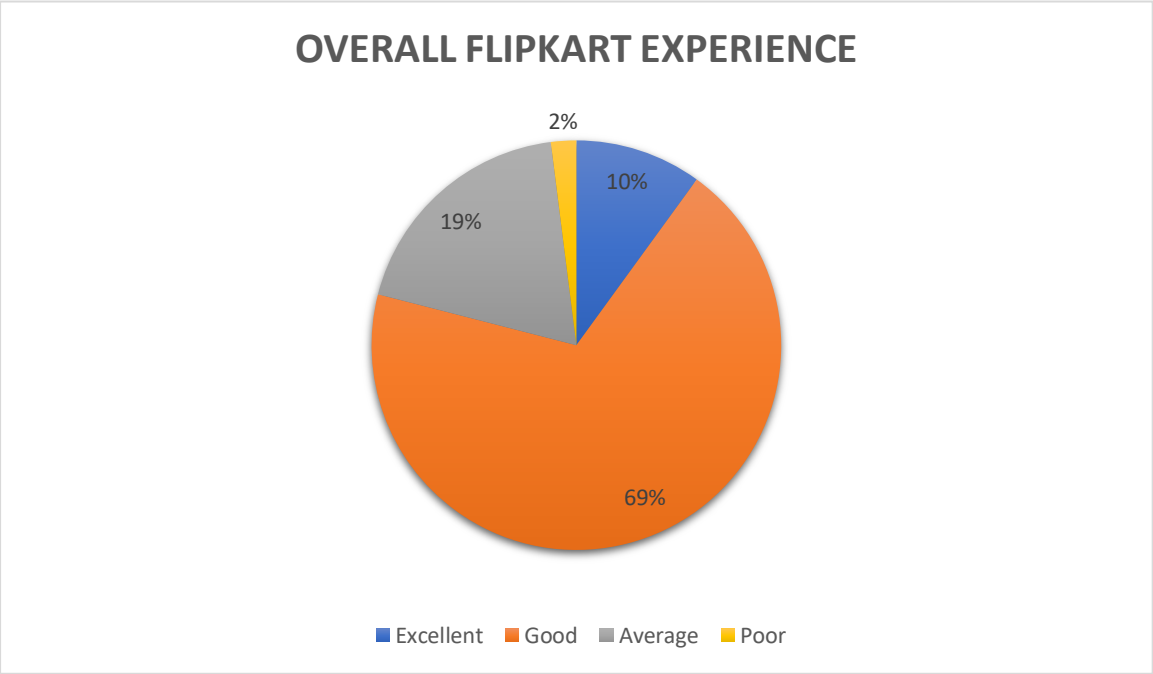
Table 3.5 and fig 3.5 shows the possibility of purchase return. The study shows 87% of the respondents prefer to state that purchase return is possible whereas 13% of the respondents do not.

Table 3.6 Overall flipkart experience

PARTICULARS	RESPONDENTS	PERCENTAGE
Excellent	8	10%
Good	55	69%
Average	15	19%
Poor	2	2%
Total	80	100

(Source-primary data)

Fig 3.6 Overall flipkart experience



(Source- Table 3.6)

INTERPRETATION

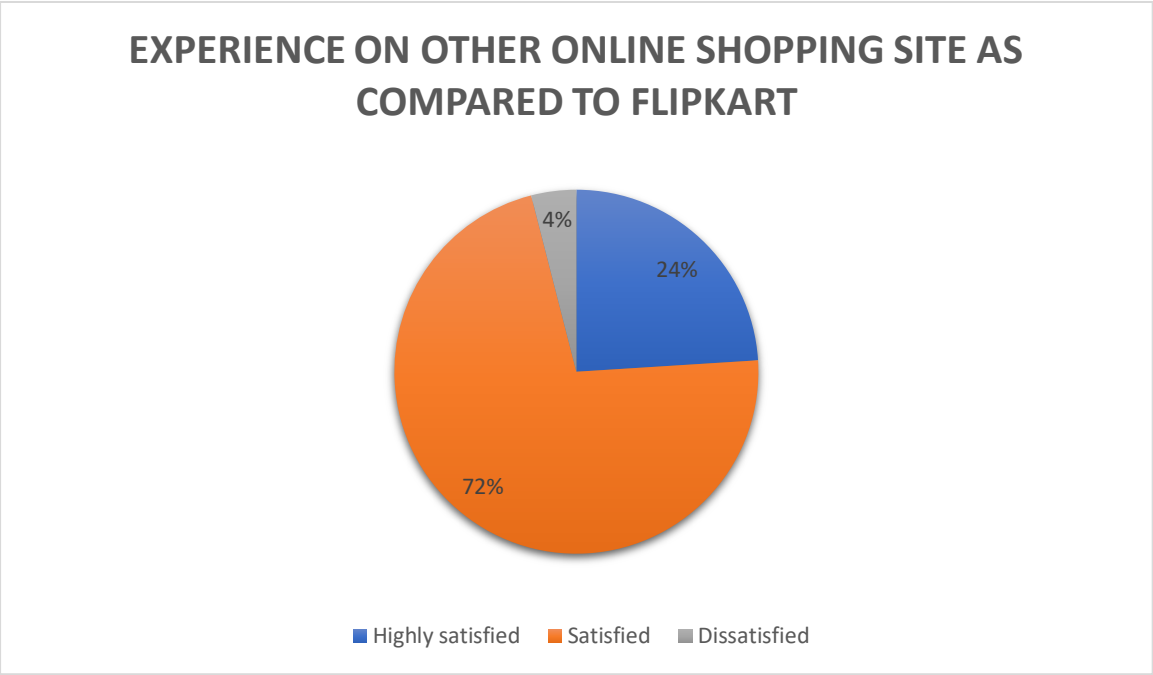
Table 3.6 and fig 3.6 represents the overall flipkart experience of the respondents. The study shows that 10% of respondents have had excellent experience, 69% have had good experience, 19% have had an average experience and 2% of the respondents have had poor experience.

Table 3.7 Experience on other online shopping site as compared to flipkart.

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	19	24%
Satisfied	58	72%
Dissatisfied	3	4%
Total	80	100

(Source- primary data)

Fig 3.7 Experience on other online shopping site as compared to flipkart



(Source- Table 3.7)

INTERPRETATION

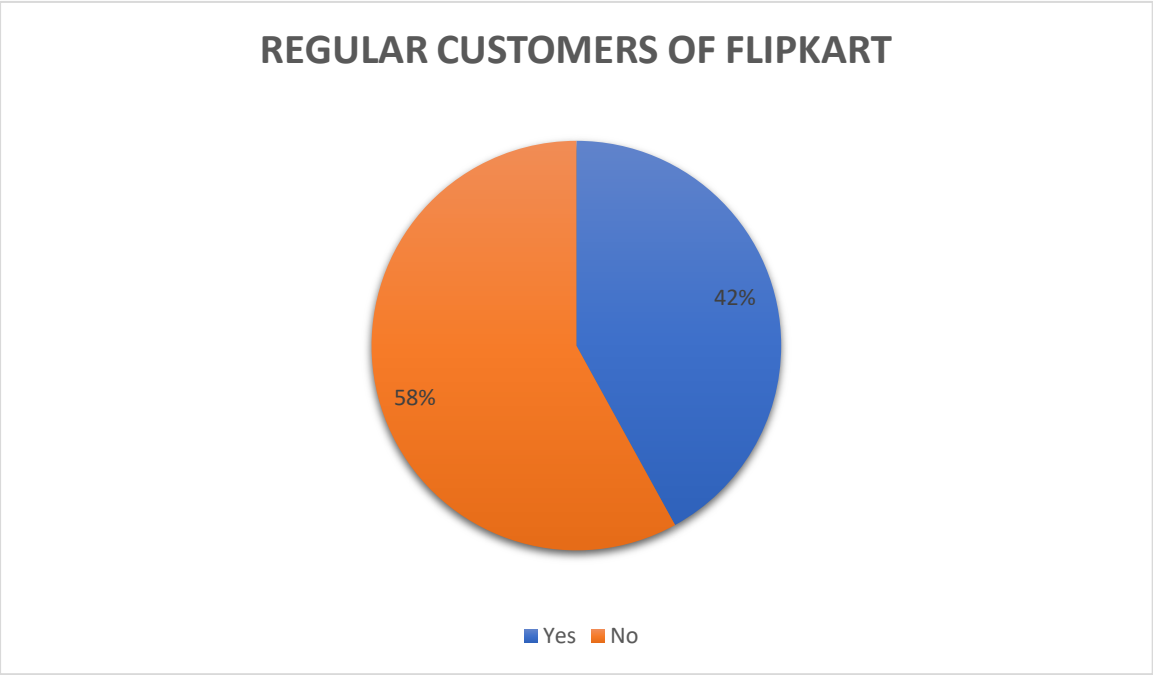
Table 3.7 and fig 3.7 represents the experience on other online shopping site as compared to flipkart. The study shows that 24% of the respondents are highly satisfied, 72% of respondents are satisfied and 4% of the respondents are dissatisfied regarding the experience on other shopping site as compared to flipkart.

Table 3.8 Regualar customers of flipkart

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	34	42%
No	46	58%
Total	80	100

(Source- primary data)

Fig 3.8 Regular customers of flipkart



(Source- Table 3.8)

INTERPRETATION

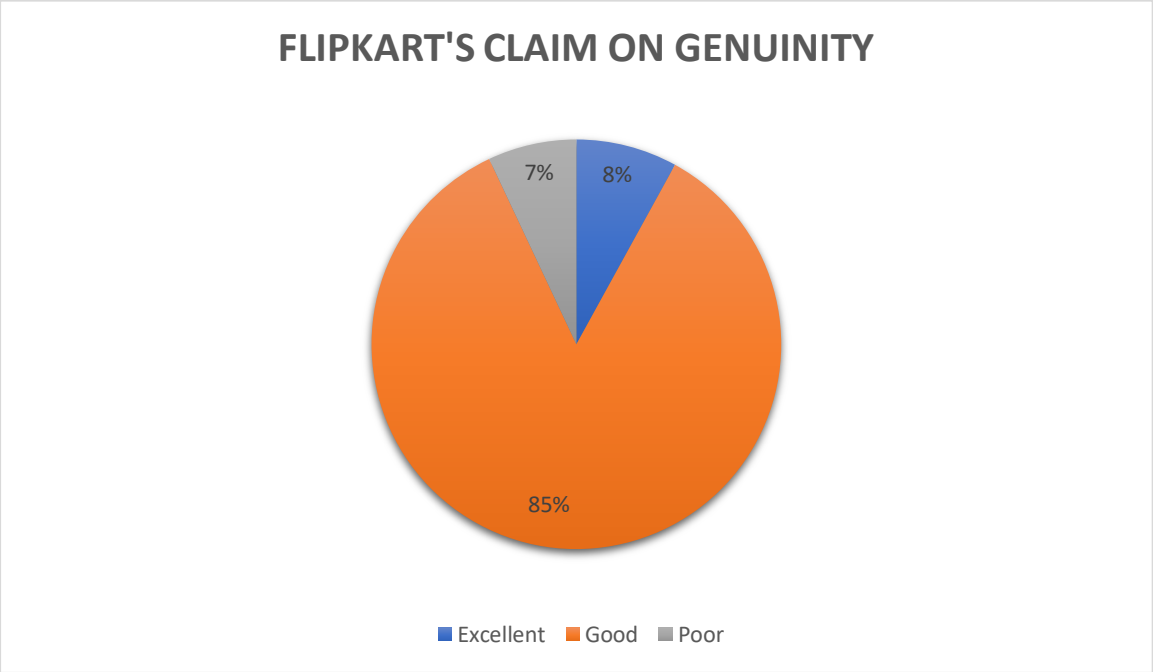
Table 3.8 and fig 3.8 shows whether the respondents are regular customers of flipkart. The study shows that 42% of the respondents regularly shop from flipkart whereas 58% of respondents do not.

Table 3.9 Flipkart's claim on genuinity

PARTICULARS	RESPONDENTS	PARTICULARS
Excellent	6	8%
Good	68	85%
Poor	6	7%
Total	80	100

(Source- primary data)

Fig 3.9 Flipkart's claim on genuinity



(Source- Table 3.9)

INTERPRETATION

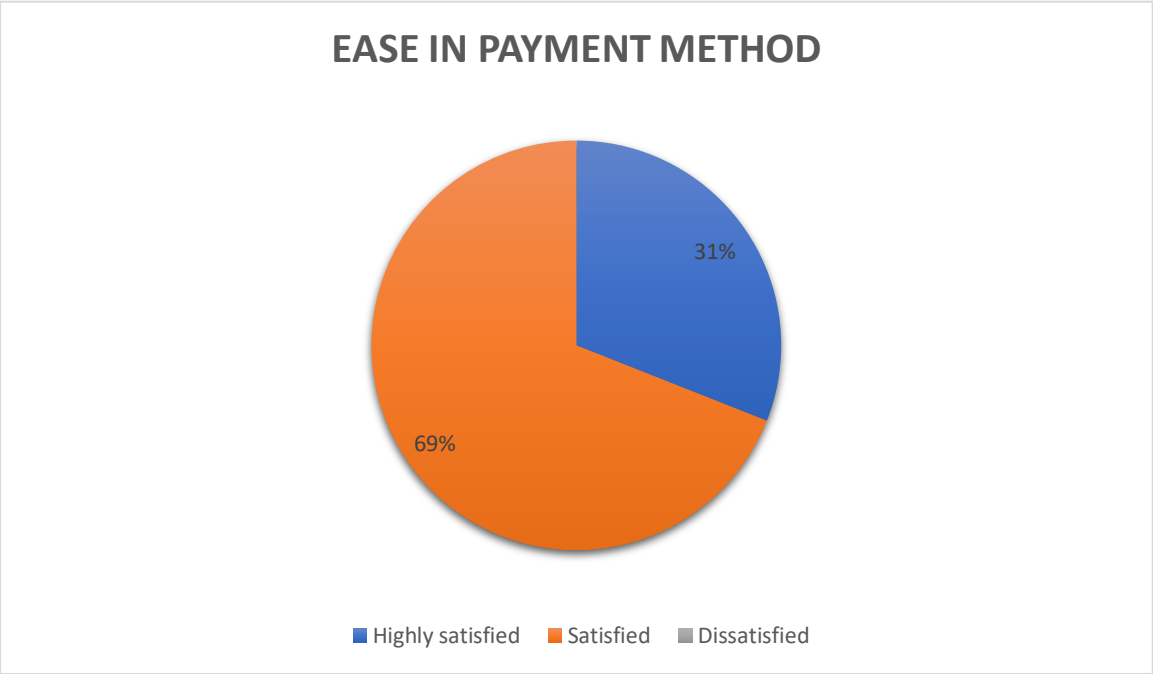
Table 3.9 and fig 3.9 shows the flipkart's claim on genuinity. The study shows that 85% of the respondents prefer to state good, 8% opted for excellent and 7% opted for poor.

Table 3.10 Ease in payment method

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	25	31%
Satisfied	55	69%
Dissatisfied	-	-
Total	80	100

(Source- primary data)

Fig 3.10 Ease in payment method



(Source- Table 3.10)

INTERPRETATION

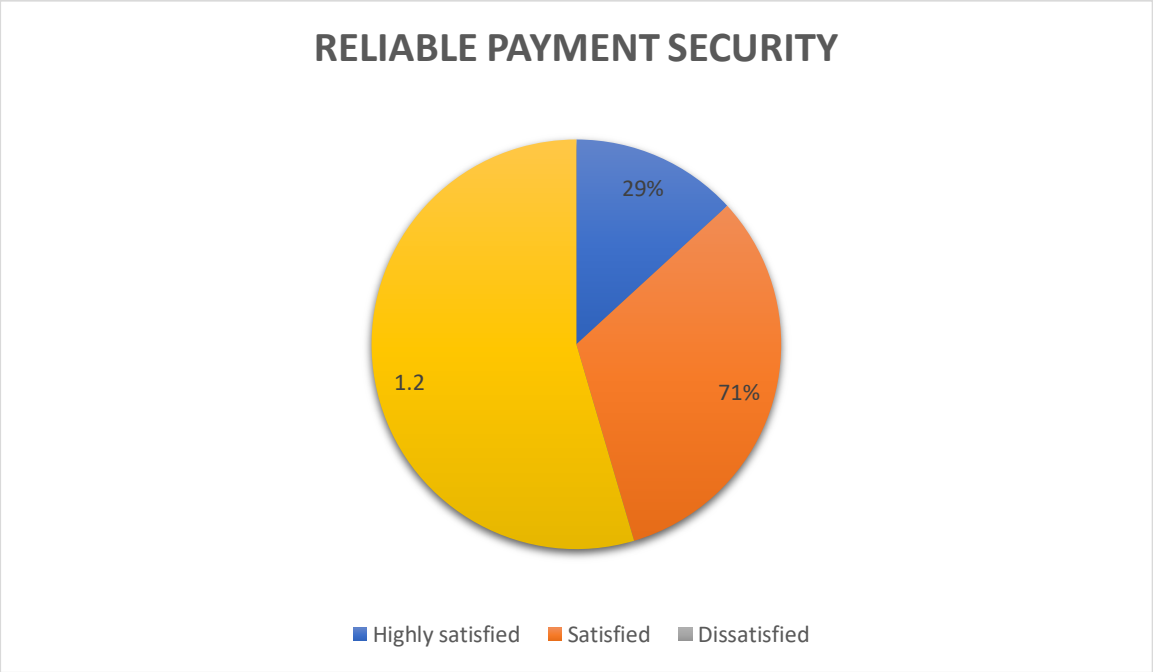
Table 3.10 and fig 3.10 shows the ease in payment method. The study shows 31% of the respondents are highly satisfied with the ease in payment, 69% just satisfied and none of the respondents are dissatisfied.

Table 3.11 Reliable payment security

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	23	29%
Satisfied	57	71%
Dissatisfied	-	-
Total	80	100

(Source- primary data)

Fig 3.11 Reliable payment security



(Source-Table 3.11)

INTERPRETATION

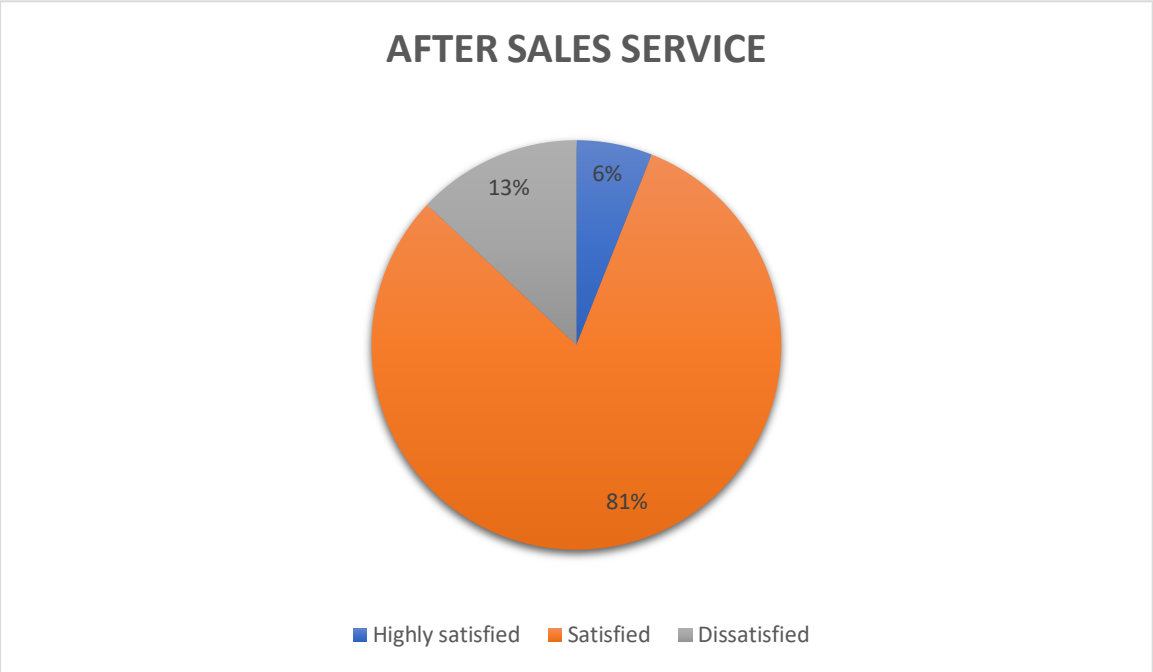
Table 3.11 and fig 3.11 shows the reliabilty in payment security. The study shows that 29% of respondents are highly satisfied, 71% are satisfied and none of the respondents are dissatisfied.

Table 3.12 After sales service

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	5	6%
Satisfied	65	81%
Dissatisfied	10	13%
Total	80	100

(Source-primary data)

Fig 3.12 After sales service



(Source- Table 3.12)

INTERPRETATION

Table 3.12 anf fig 3.12 shows the after sales service of flipkart. This study shows 6% of the respondents highly satisfied, 81% as satisfied and 13% as dissatisfied.

Table 3.13 Goods delivered in good condition

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	16	20%
Satisfied	55	69%
Dissatisfied	9	11%
Total	80	100

(Source- primary data)

Fig 3.13 Goods delivered in good condition

(Source- Table 3.13)

INTERPRETATION

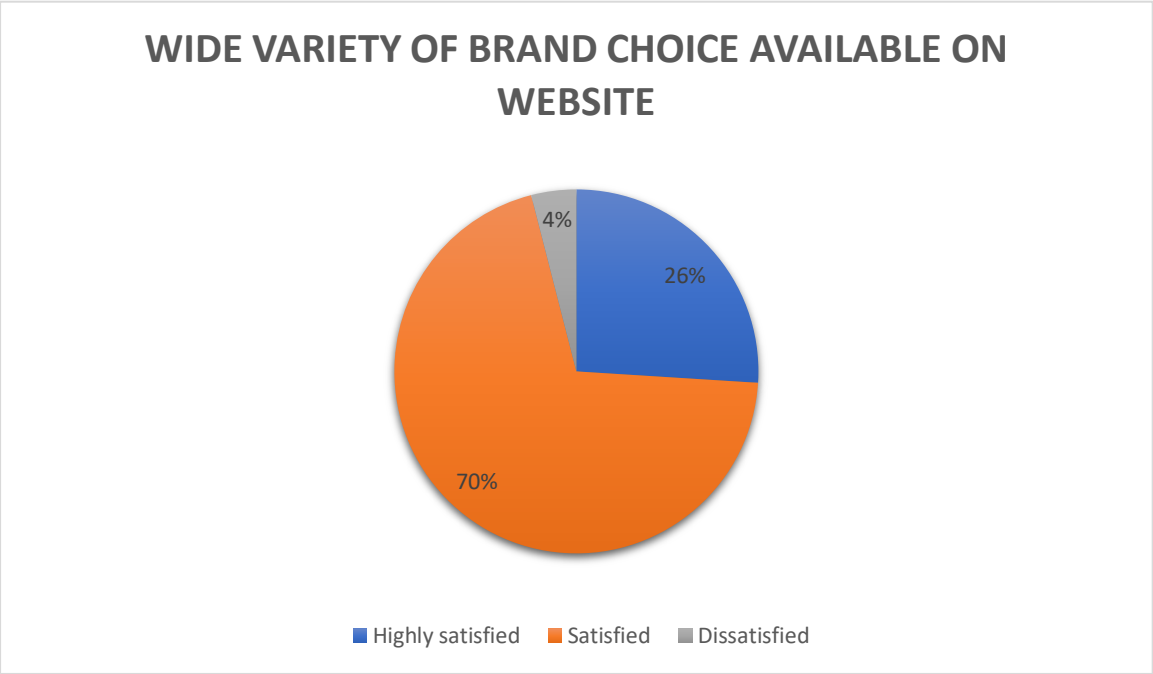
Table 3.13 and fig 3.13 shows whether the goods are delivered in good condition. This study shows that 20% of the respondents as highly satisfied, 69% as satisfied, 11% as dissastisfied.

Table 3.14 Wide variety of brand choice available on website

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	21	26%
Satisfied	56	70%
Dissatisfied	3	4%
Total	80	100

(Source- primary data)

Fig 3.14 Wide variety of brand choice available on website



(Source-Table 3.14)

INTERPRETATION

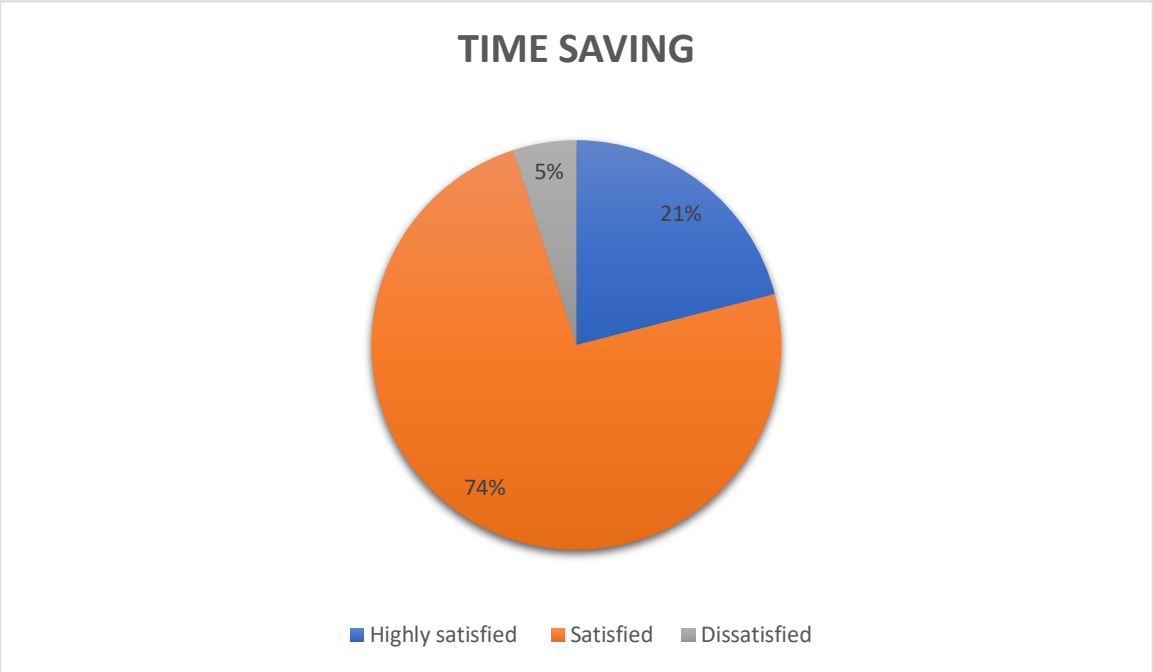
Table 3.14 and fig 3.14 shows the wide variety of brand choice on flipkart website. This study shows that 26% of the respondents as highly satisfied, 70% as satisfied, 4% as dissatisfied.

Table 3.15 Time saving/ Convenience

PARTICULARS	RESPONDENTS	PERCENTAGE
Highly satisfied	17	21%
Satisfied	59	74%
Dissatisfied	4	5%
Total	80	100

(Source- primary data)

Fig 3.15 Time saving/ Convenience



(Source- Table 3.15)

INTERPRETATION

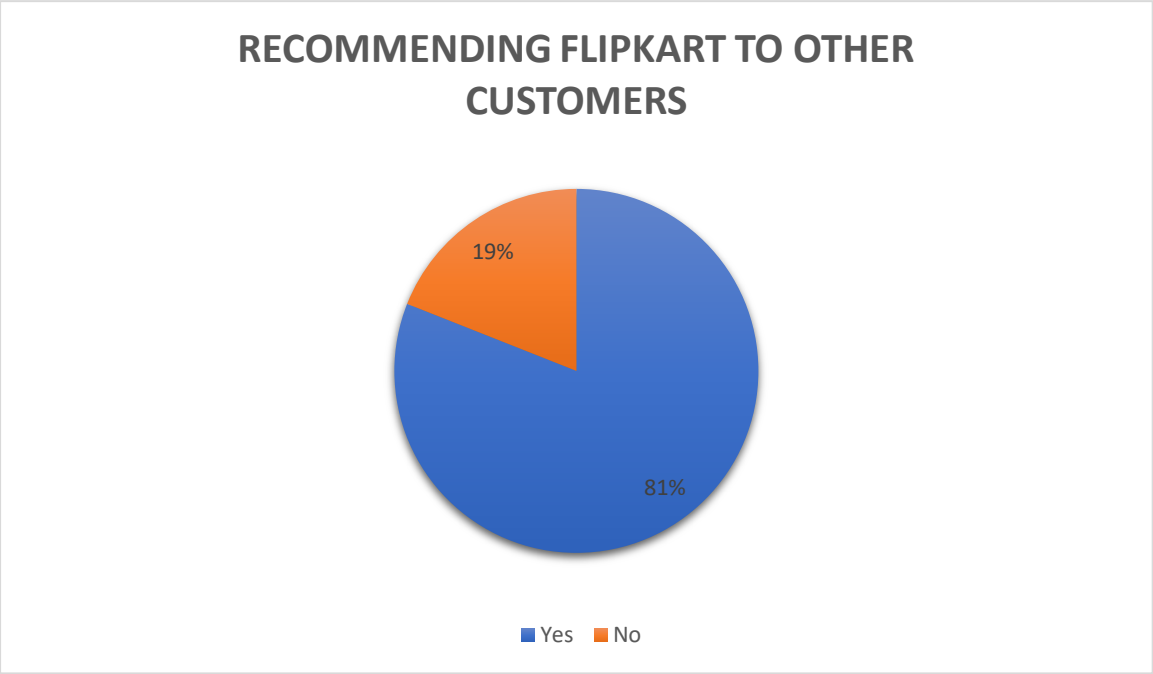
Table 3.15 and fig 3.15 shows the time saved by the respondents. This study shows that 21% of the respondents as highly satisfied, 74% as satisfied and 5% as dissatisfied.

Table 3.16 Recommenting flipkart to other customers

PARTICULARS	RESPONDENTS	PERCENTAGE
Yes	65	81%
No	15	19%
Total	80	100

(Source- primary data)

Fig 3.16 Recommenting flipkart to other customers



(Source- Table 3.16)

INTERPRETATION

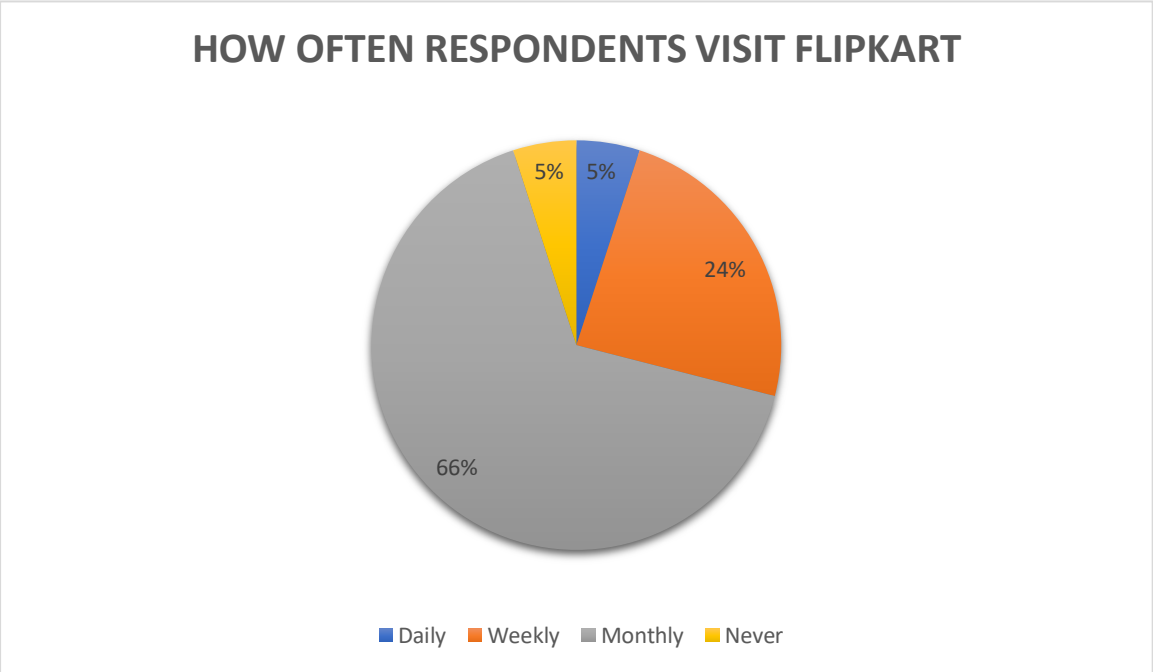
Table 3.16 and fig 3.16 shows whether respondents recomment flipkart to other customers. This study shows that 81% of the respondents would recommend flipkart to other customers whereas 19% of the respondents would not.

Table 3.17 How often respondents visit flipkart

PARTICULARS	RESPONDENTS	PERCENTAGE
Daily	4	5%
Weekly	19	24%
Monthly	53	66%
Never	4	5%
Total	80	100

(Source- primary data)

Fig 3.17 How often respondents visit flipkart



(Source- Table 3.17)

INTERPRETATION

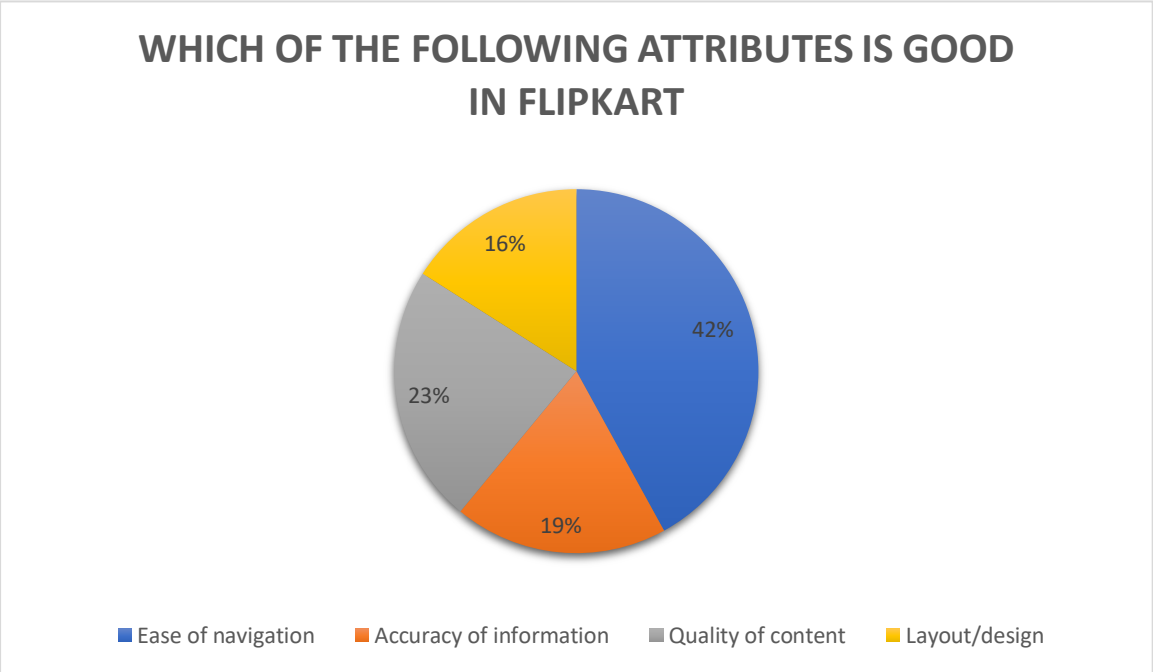
Table 3.17 and fig 3.17 shows how often respondents visit flipkart. This study shows that 5% of the respondents visit flipkart daily, 24% weekly, 66% monthly and 5% of the respondents never.

Table 3.18 Which of the following attributes is good in flipkart

PARTICULARS	RESPONDENTS	PERCENTAGE
Ease of navigation	34	42%
Accuracy of information	15	19%
Quality of content	18	23%
Layout/ design	13	16%
Total	80	100

(Source- primary data)

Fig 3.18 Which of the following attributes is an attractive feature of flipkart



(Source- Table 3.18)

INTERPRETATION

Table 3.18 and fig 3.18 represents the few attributes good in flipkart. This study shows that 42% of the respondents find ease in navigation, 19% of respondents feel accurate about the information provided by flipkart, 23% of respondents find good quality of content and 16% of respondents find the layout/design as a good attribute of flipkart.

CHAPTER-4

FINDINGS, SUGGESTIONS & CONCLUSION

4.1- FINDINGS

- 66% of the respondents are female and 34% are male.
- Around 79% of the respondents fall under the age limit of 15-25.
- The study shows that 17% of the respondents are highly satisfied, 79% are satisfied and 4% of the respondents are dissatisfied regarding the quality of goods available.
- Around 85% of the respondents prefer to state accuracy in on time delivery whereas 15% of the respondents do not.
- The study shows that 87% of the respondents prefer to state that purchase return is possible whereas 13% of the respondents do not.
- 10% of the respondents have had excellent experience, 69% have good experience, 19% have had an average experience and 2% of the respondents have had poor experience with the overall flipkart experience.
- Around 24% of the respondents are highly satisfied, 72% of the respondents are satisfied and 4% of the respondents are dissatisfied regarding the experience on other shopping site as compared to flipkart.
- 42% of the respondent's shop regularly from flipkart whereas 58% of respondents do not.
- 85% prefer to state good, 8% opted for excellent and 7% opted for poor regarding flipkart's claim of genuinity.
- The study shows 31% of the respondents are highly satisfied with the ease in payment, 69% just satisfied and none of the respondents are dissatisfied.
- 29% of the respondents are highly satisfied, 71% are satisfied and none of the respondents are dissatisfied with the reliability in payment security.
- The study shows that 6% of the respondents are highly satisfied, 81% are satisfied and 13% are dissatisfied.
- 20% of the respondents are highly satisfied with goods delivered in good condition, 69% are satisfied and 11% are dissatisfied.
- The study shows that 26% of the respondents are highly satisfied, 70% are satisfied and 4% are dissatisfied with the wide variety of brand choice available on website.
- The study shows that 21% of the respondents are highly satisfied with the time saved, 74% are satisfied and 5% are dissatisfied.
- 81% of the respondents would recommend flipkart to other customers whereas 19% of the respondents would not.
- The study shows that 5% of the respondents visit flipkart daily, 24% weekly,66% monthly and 5% of the respondents never.

The study shows that 42% of the respondents find ease in navigation, 19% of respondents feel accurate about the information provided by flipkart, 23% of respondents find good quality of content and 16% of the respondents find the layout or design as an attractive attribute of flipkart.

4.2- SUGGESTIONS

- Flipkart should always check the availability of electronic products at its web portal.
- Flipkart should remove the information of the electronic products which they have discontinued selling as it gives wrong information to the customers.
- Flipkart should use more online media to promote their website.
- Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping.
- Flipkart should improve their payment security for the customers.
- They should provide more security against malpractices.
- Flipkart should try to make quick delivery of products.
- They should take corrective actions if any complaints are encountered by the customer.

4.3- CONCLUSION

This study is based on the customer satisfaction of electronic products from flipkart with special reference to Kottayam district. From the study it is concluded that customers have a positive impact on buying electronic products from flipkart.

Flipkart has a wide category of stuffs. Some are core products and some are the premium products. Mostly customers know more about core products and this may be due to lack of advertising or marketing of the premium range of products. Since majority of the respondents of the present study consist of students, the result is slightly skewed towards youngsters who prefer online shopping more than the elders do. Both male and female consumers have very good experience with flipkart.

The study shows that most of the customers prefer to state accuracy in on time delivery and prefer to state that purchase return is possible. The online shopping becomes a daily part of our lives as it is more convenient, customers are looking for timely services, good quality of products, customer services and also security and privacy in payment method. The study shows that 66% of the consumers visit flipkart monthly which shows their effectiveness. We can conclude that having access to online shopping has truly revolutionized and influenced our society as a whole. Society will continue to depend upon online shopping, which will allow it to remain a tremendous success in future.

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APPENDIX

QUESTIONNAIRE ON

THE STUDY OF CUSTOMER SATISFACTION ON ELECTRONIC PRODUCTS FROM FLIPKART

1. Name :

2. Gender:

   Male☐ Female☐

3. What is your age?

   ☐15-25
   ☐25-35
   ☐35-50
   ☐Above 50

4. How satisfied are you with the quality of goods available on flipkart

   ☐Highly Satisfied
   ☐Satisfied
   ☐Dissatisfied

5. Does flipkart provide on time delivery?

   ☐Yes
   ☐No

6. Is purchase return possible?

   ☐Yes
   ☐No

7. How do you rate your overall Flipkart experience?

☐Good
☐Poor
☐Average
☐Excellent

8. How satisfied are you with your experience on other online shopping site as compared to Flipkart?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

9. Are you a regular customer of Flipkart?

☐Yes
☐No

10. Do you agree on Flipkart's claim on genuinity?

☐Yes
☐No

11. How satisfied are you with the ease in payment method of Flipkart?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

12. How satisfied are you with the payment security of Flipkart?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

13. How satisfied are you with the after sales service of Flipkart?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

14. How satisfied are you with goods of Flipkart being delivered in good condition?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

15. How satisfied are you with the wide variety of brand choice are available on Flipkart website?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

16. How satisfied are you with time saving/convenience factor while shopping online from Flipkart?

☐Highly Satisfied
☐Satisfied
☐Dissatisfied

17. Do you recommend flipkart to other online customers?

☐Yes
☐No

18. How often do you visit Flipkart website?

☐Daily
☐Weekly
☐Monthly
☐Never

19. Which of the following attributes is an attractive feature of Flipkart?

☐Ease of navigation
☐Accuracy of information
☐Quality of content
☐Layout/design