



## **A STUDY ON CUSTOMER SATISFACTION TOWARDS FLIPKART SERVICES**

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### **ABSTRACT**

*Online media promoting has become the most impressive mode for organizations looking to reach out to their possibilities and clients. Given the wide reach of SMM, firms are progressively depending on it, In request to accomplish their advertising and marking goals .By supplanting the customary methods of promoting, online media has given new occasions to firms to lock in shoppers in social cooperation on the web. The goal of the current examination is to explore the capability of web-based media promoting as a successful showcasing apparatus that makes a difference them to influence impression of clients and eventually impact their buy choices. The study expects to feature the preferences that organizations gain by successful utilization of SMM*

### **INTRODUCTION**

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets.

Companies also use the Internet to convey, communicate and The information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

### **STATEMENT OF THE PROBLEM**

To enhance and attract online customer it is very important to know about their behavior and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers. All customers have their own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumers.

### **SCOPE OF STUDY**

This study will helpful in knowing the factors responsible for gaining customer satisfaction towards Flipkart in Coimbatore city.It focuses on the opinion of the respondents regarding Flipkart.This research will also helpful in understanding the customer satisfaction of the different people in Indian society especially Coimbatore city towards Flipkart.

**OBJECTIVE OF STUDY**

- To analyse the socio demographic datas with the personal factors.
- To study about the marketing strategies of social media marketing in current generation.
- To study and demonstrate the links between social media marketing efforts and their consequences.
- To study about the positive impact on the respondents of perception on online advertisements.
- To know about the acceptance of social media advertisement and marketing strategies among youths.

**STATISTICAL TOOL USED**

1. Simple Percentage Analysis
2. Rank Analysis
3. T- test Analysis

**LIMITATION OF STUDY**

- The sample units are confined to only Coimbatore city.
- The study is done without any mediating variable that can alter the relationship.
- Time of the study was limited only 6 months.
- The number of the respondents was limited to 120 only.

**REVIEW OF LITERATURE**

Rangaswamy(2005) in their research shows that the internet has become a useful tool for comparison shopping and users often click around various sites to view and compare products, proceed to leave the site altogether, and then, possibly, return days later to purchase a product, or they might buy locally.

Yadav (2012)<sup>1</sup> has made an attempt to set up the significance of social networks as an advertising medium and evaluated the existing advertising methods that are in trend via certain case studies and concluded that social websites are not just a tool to interact with the different people but also medium to reach the prospective customers. Akrimi and Khemakhem (2012)<sup>2</sup> argued that social websites play a very

important role to influence the buyers. Facebook has more than a billion users since its beginning in 2004. Social networks have strongly changed the spread of information by making it really easy to share (Akrimi and Khemakhem, 2012). As high-profile people are connected to Facebook, it is measured that if businesses are not available on Facebook, then it has no existence in the online world. Facebook has become an essential part to communicate strategies and facilitate marketing activities. It acts as an essential channel to position firms and its brands in the market (Khan & Khan, 2012).

**DATA ANALYSIS AND INTERPRETATION**

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.

- Simple percentage analysis
- Rank analysis
- T- test Analysis

**SIMPLE PERCENTAGE ANALYSIS**

The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilitates comparison and standardization. The analysis describes the classification of the respondents failing under each category.

**FORMULA PERCENTAGE=**

$$\frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$



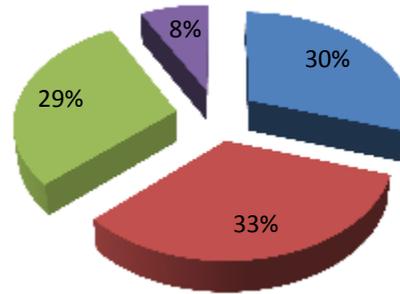
**TABLE NO: 1**  
**Earning members in a family**

S. No.	Earning members in a family	No. of respondents	Percentage
1.	One member	39	30%
2.	2-4 members	43	33.07%
3.	5-7 members	38	29.23%
4.	Above 7 members	10	7.69%
	Total	200	100 %

Source: Primary Data

### Earning income in a family

■ One member      ■ 2-4 members  
■ 5-7 members      ■ Above 7 members



### INTERPRETATION

The above table shows that 30 % of the respondents family has one earning member, 33.07 % of the respondents family has 2-4 earning members, 29.23% of the respondent family has 5-7 earning members and 7.69 % of the respondents family has above 7 members.

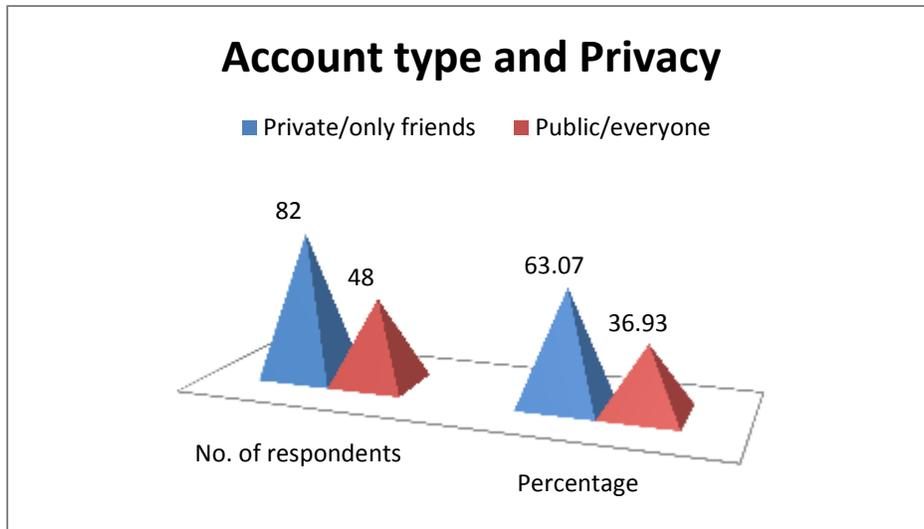
### INFERENCE

It is inferred that majority (33.7 %) of the respondents family members has 2-4 earning members.

**TABLE NO:2**  
**ACCOUNT TYPE AND PRIVACY**

S. No	Account type and privacy	No. of respondents	Percentage
1.	Private/only friends	82	63.07%
2.	Public/everyone	48	36.93%
	Total	130	100 %

Source: Primary Data



**INTERPRETATION**

The above table shows that 63.07 % of the respondents are having private/friends only account type and 36.93% of the respondents are having a public/everyone account type.

**INFERENCE**

It is inferred that most (63.07 %) of the respondents are having private/friends only account type.

**RANK ANALYSIS**

A Rank analysis is any of several statistics that measure an ordinal association. The relationship between ranking of different ordinal variables or different ranking of the same variable. Where a “ranking” is the assignment of the label “first”, “second”, “third”, etc. to different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance of the relation between them.

**TABLE NO: 3**

S.NO.	FACTOR	1	2	3	4	5	TOTAL	RANK
1	High quality	8(5) 40	12(4) 60	18(3) 90	9(2) 45	17(1) 17	320	3
2	slogan	6(5) 30	12(4) 60	13(3) 65	24(2) 120	10(1) 10	325	2
3	Precise information	6(5) 30	16(4) 80	18(3) 90	13(2) 65	13(1) 13	335	1
4	Brand image	20(5) 100	12(4) 60	7(3) 35	9(2) 45	15(1) 15	240	5
5	High quality audio/video	27(5) 135	11(4) 55	7(3) 35	10(2) 50	8(1) 8	315	4

Source: primary data



## INTERPRETATION

Among the various factors listed above the respondents have their own preferences towards different factors, which they feel as important. The respondents felt that precise information is the important facility, so this factor is most important thus it ranks number 1.

Apart from precise information the respondents prefer slogan factor is important thus it ranks number 2.

Nowadays peoples prefer high quality, thus it ranks number 3, apart from these the respondents also prefer high quality audio/ video and it ranks number 4. Apart from these the respondents prefer brand image and it ranks number 5.

## INFERENCE

It is lucid that precise information was given the first rank; slogan factor were given the second rank and high quality having third rank, fourth rank was given to the high quality audio/video and finally, the fifth rank was given to brand image

## FINDINGS, SUGGESTIONS AND CONCLUSION

### FINDINGS

#### PERCENTAGE METHOD

1. Majority (50.7%) of the respondents are male.
2. Majority (50.7%) of the respondents are in Ages of (21-30).
3. Majority (59.3%) of the respondents are from college level.
4. Majority (85%) of people are unmarried.
5. Majority (85.7%) of the respondents are in urban locality.
6. Majority (52.1%) of the respondents have 1 no of earning person in their family.
7. Mostly (47.1%) of the respondents shop online more than 1 month.
8. Mostly (47.1%) of the respondents know through advertisement.
9. Majority (93.6%) of the respondents said that the rates are reasonable.
10. Majority (73.6%) of the respondents told that the quality of the product is good.
11. Mostly (49.3%) of the respondents like the electronics.
12. Mostly (43.6%) of the respondents of the respondents like customer service.
13. Majority (83.6%) of the respondents are not satisfied with delivery charges.
14. Majority (90.7%) of the respondents use cash on delivery.

15. Majority 87.9% of the respondents did not faced any problem while doing online shopping in Flipkart.

16. Majority 87.1% of the respondents have used at least once. CENTAE ANALYSIS

## SUGGESTIONS

- This study suggests that the social media influencer should concentrate under the age group of above 35 years.
- Most of the respondents are witnessing social media advertisement for the Brand Image.
- Most of the respondents says social media advertisements are sometimes eye catchy, if it were more attractive, they would use more promptly.
- Most of the respondents feels that they exit from videos as they mistakenly clicked on it, so videos should be informative.
- The social media should concentrate more in privacy factor concept. A non-aggressive in privacy factor lead to misruption in respondents view.

## CONCLUSION

The study concludes that the users are preferring social media especially Whatsapp and Instagram. From the survey younger generation and middle age are more interested in social media, the buying behavior is governed predominantly by the need of power and respect for the iconic brand and users are mostly employed females, 19-25 years of age, including some students. Most of the customers are attracted to the new release of updations, users are addicted to the social media platforms. Most of them prefer to use social media to connect with people. Most of the users recommend social media marketing to others.

## REFERENCE

1. *Bashar, A., Ahmad, I., & Wasiq, M. (2012). Effectiveness Of Social Media As A Marketing Tool: An Empirical Study, International Journal Of Marketing, Financial Services & Management Research, 1(11), 88-99.*
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3. *<sup>1</sup>Akrimi, Y., & Khemakhem, R. (2012). What Drive Consumers to Spread the Word in Social Media? Journal of Marketing Research & Case Studies, 2012, 1-14. <http://dx.doi.org/10.5171/2012.969979>*