

A STUDY ON CUSTOMERS' PREFERENCE TOWARDS FLIPKART

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ABSTRACT

“Consumer behavior may be defined as the behavior that consumers display in searching for, purchasing, evaluating and disposing of produces, evaluating and disposing of produces, services and ideas which they expect to satisfy their needs”. However, it may be noted that consumer behavior research today goes far beyond “what, why, how, when, where and how often” facets of consumer behavior and also considers the uses of goods they buy and evaluations after use. There may be many repercussions after the consumer makes a purchase. For example, a buyer may feel sorrow or guilty or dissatisfied with his choice of a particular scooter, because of continuing maintenance expenses over it. The buyer may decide not to buy the same make or model again and may also refer to his friends conveying the dismal performance of the scooter. Each of these possible consequences of consumer’s post purchase dissatisfaction has significant implication for the marketer. For the marketer, the person is important, who makes the buying decision, not the one who actually makes the purchase or uses the product. Thus, the study of consumer behavior is the study of how individuals make decisions to spend their available resources- money, time and effort on consumption related items.

INTRODUCTION

“Consumer behavior may be defined as the behavior that consumers display in searching for, purchasing, evaluating and disposing of produces, evaluating and disposing of produces, services and ideas which they expect to satisfy their needs”. Thus, the study of consumer behavior is the study of how individuals make decisions to spend their available resources- money, time and effort on consumption related items. However, it may be noted that consumer behavior research today goes far beyond “what, why, how, when, where and how often” facets of consumer behavior and also considers the uses of goods they buy and evaluations after use. There may be many repercussions after the consumer makes a purchase. For example, a buyer may feel sorrow or guilty or dissatisfied with his choice of a particular scooter, because of continuing maintenance expenses over it. The buyer may decide not to buy the same make or model again and may also refer to his friends conveying the dismal performance of the scooter. Each of these possible consequences of consumer’s post purchase dissatisfaction has significant implication for the marketer. For the marketer, the person is important, who makes the buying decision, not the one who actually makes the purchase or uses the product.

STATEMENT OF PROBLEM:

In the modern business world, due to development of science and technology, many new products have been introduced in the marker every year. The purchasing decision largely depends upon taste, quality, price, availability, disability. In this context this study has been made to know the consumer’s satisfaction towards Flip kart. It is hoped that such a study will help to gain knowledge on issues which hinders the usage of online shopping.

OBJECTIVES:

- To identify the respondents perception about online shopping.
- To analysis social economic status of respondents.
- To know the customers preference towards Flip kart.
- To analysis the quality of products purchased.

SCOPE:

To know about various aspects of Flip kart in market, the improvements needed in case of features and process, and the effect of factors on the buying behavior of online customers.

AREA OF STUDY:

A Study on consumer's satisfaction towards Flip kart was conducted in the area of Tuticorin.

COLLECTION OF DATA:

To know the customer preference towards Flip kart, the study was done on the consumer variables the buying decision process. The study is analysis with the help of both primary data and secondary data. The primary data were collected through questionnaire and secondary data were collected from book, journals, websites and other periodicals.

SAMPLING DESIGN:

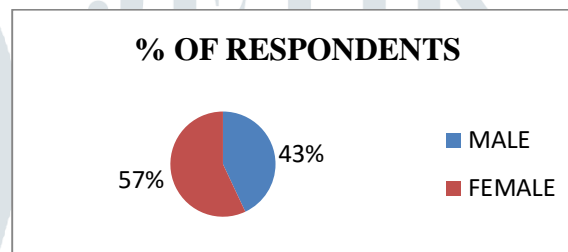
A sample of some respondents residing in various parts of Tuticorin was selected on a random basis.

DATA ANALYSIS AND INTERPREATION

This chapter deals with the analysis and interpretation of collected data. Analysis of data plays a dominant role in the completion of project. Data collected are tabulated for easy understanding and good presentation. Tables and diagrams assist the researchers to analysis the data.

GENDER WISE CLASSIFICATION

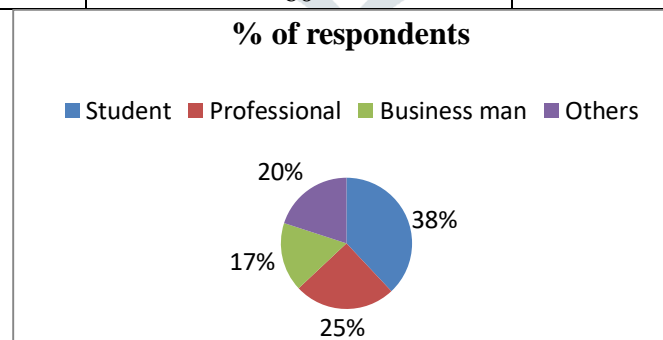
Gender	No. Of Respondents	% of Respondents
Male	26	43
Female	34	57
Total	60	100



From the above pie chart, it is observed that 43% of the respondents are male and 57% female. Majority of the respondents i.e., 57% are female.

NATURE OF OCCUPTION

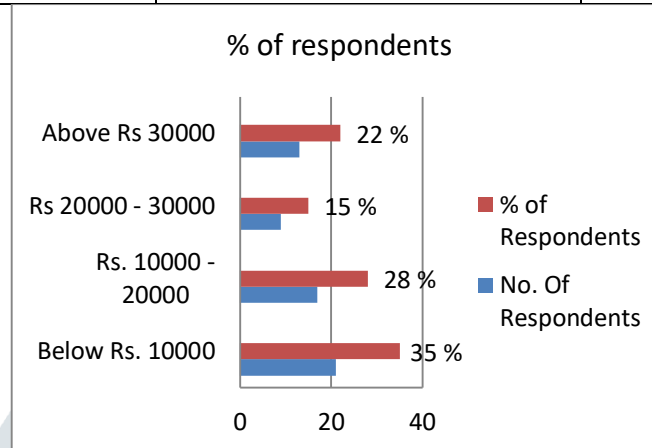
Occupation	No. Of Respondents	% Of Respondents
Student	23	38
Professional	15	25
Business man	10	17
Others	12	20
Total	60	100



The pie chart shown above portrays that 38% of the respondents using flip kart are students, 25% are professional, 17% are business men and 20% are others. Majority of the respondents i.e., 38% are students.

INCOME

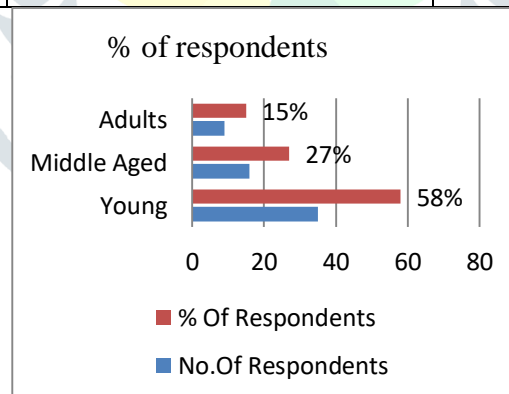
Income	No. Of Respondents	% of Respondents
Below Rs. 10000	21	35
Rs. 10000 – 20000	17	28
Rs 20000 – 30000	9	15
Above Rs 30000	13	22
Total	60	100



From the above diagram it is significant that 35% of the respondents earn below Rs. 10000, 28% between Rs. 10000 - 20000, 15% between Rs. 20000 - 30000, 22% of the respondents earn above Rs. 30000. Majority of the respondents i.e., 35% of the respondents earn below Rs. 10000.

GROUP OF PEOPLE

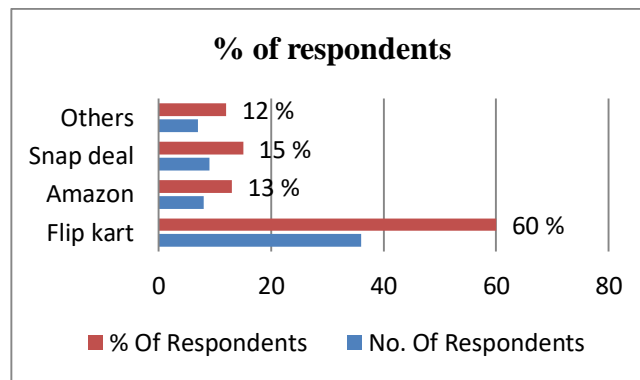
Group	No. Of Respondents	% Of Respondents
Young	35	58
Middle Aged	16	27
Adults	9	15
Total	60	100



From the above diagram, it is evident that 58% of the respondents who prefer E-Shopping are young, 27% are middle aged group, 15% are adults. Majority of the respondents i.e., 58% are young.

E-COMMERCE WEBSITES

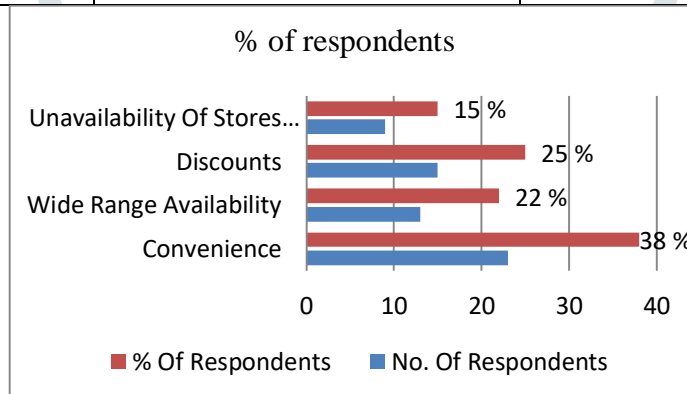
Websites	No. Of Respondents	% Of Respondents
Flip kart	36	60
Amazon	8	13
Snap deal	9	15
Others	7	12
Total	60	100



The above table shows that 60% of the respondents use Flip kart, 13% use Amazon, 15% use Snap deal, 12% uses other websites. Majority of the respondents i.e., use Flip kart website.

REASONS FOR SHOPPING ONLINE

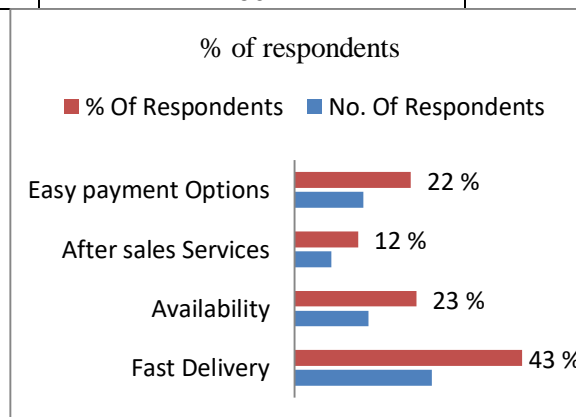
Reasons	No. Of Respondents	% Of Respondents
Convenience	23	38
Wide Range Availability	13	22
Discounts	15	25
Unavailability Of Stores Nearby	9	15
Total	60	100



From the above diagram it is inferred that, 38% of the respondents use it for convenience, 21% use it wide range availability, 25% use it for convenience and 15% use it for unavailability of stores nearby. Majority of respondents i.e., 38% use online shopping for convenience.

REASONS FOR PREFERENCE TOWARDS FLIP KART

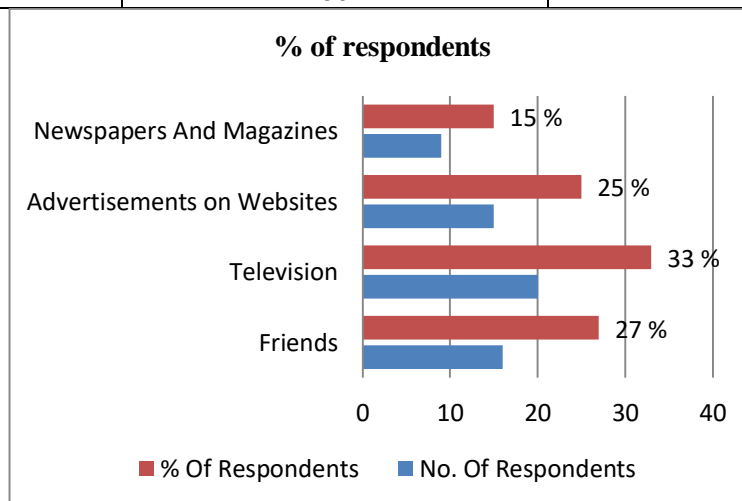
Reasons	No. Of Respondents	% Of Respondents
Fast Delivery	26	43
Availability	14	23
After sales Services	7	12
Easy payment Options	13	22
Total	60	100



The above chart shows that, 43% of the respondents prefer Flip kart because of fast delivery, 23% for availability, 12% for its after sales service and 22% for its easy payment options. Majority i.e., 43% of the respondents prefer flip kart because of Fast delivery.

FACTORS INFLUENCING THE PURCHASE

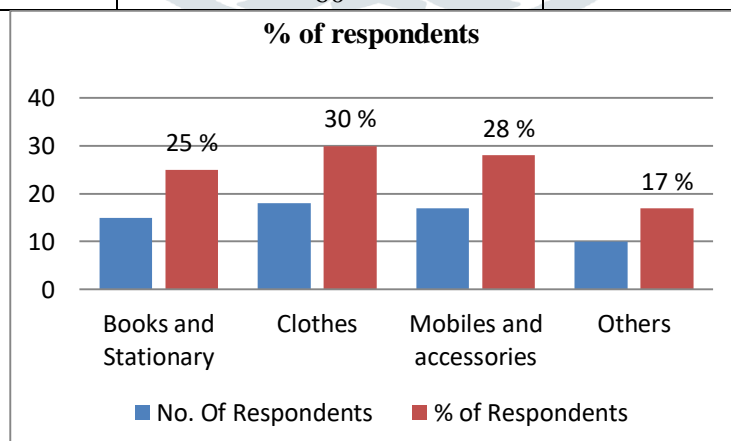
Factors	No. Of Respondents	% Of Respondents
Friends	16	27
Television	20	33
Advertisements on Websites	15	25
Newspapers And Magazines	9	15
Total	60	100



From the above chart, it is evident that 27% of the people come to know about Flip kart through friends, 33% through television, 25% through advertisements on websites and 15% through newspapers and magazines. Majority i.e., 33% of the people come to know about flip kart through television.

CATEGORY OF PRODUCTS PURCHASED

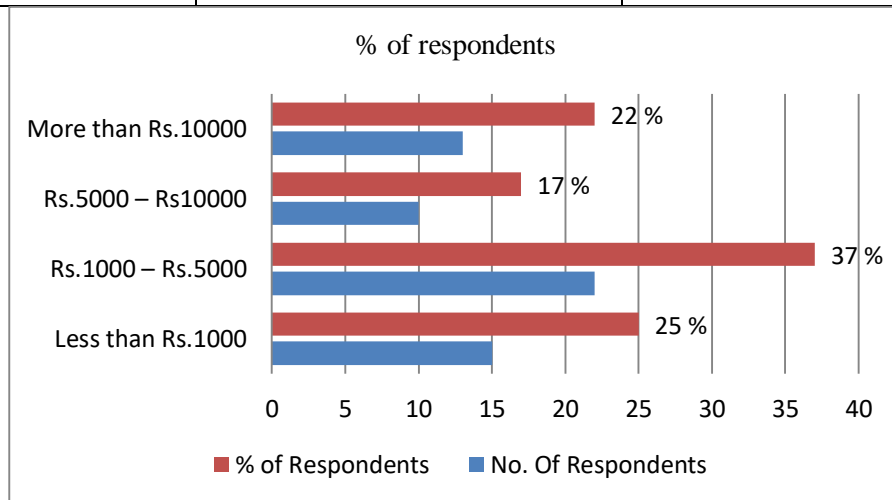
Category	No. Of Respondents	% of Respondents
Books and Stationary	15	25
Clothes	18	30
Mobiles and accessories	17	28
Others	10	17
Total	60	100



From the above chart, it is significant that 25% of the people purchase books and stationary, 30% people purchase clothes, 28% purchase mobiles and accessories and 17% purchase others. Majority of the respondents i.e., 30% purchase clothes.

PRICE RANGE

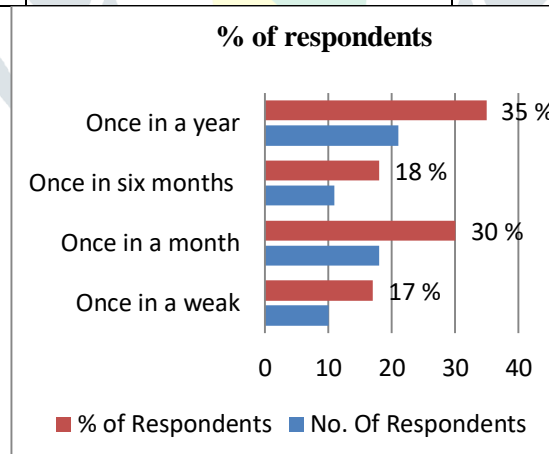
Price	No. Of Respondents	% of Respondents
Less than Rs.1000	15	25
Rs.1000 – Rs.5000	22	37
Rs.5000 – Rs10000	10	17
More than Rs.10000	13	22
Total	60	100



The above chart shows that 25% of the respondents purchase for less than Rs.1000, 37% between the range Rs.1000 – 5000, 17% between Rs. 5000 – 10000, and 22% above Rs.10000. majority of the respondents i.e., 37% purchase product that ranges between Rs. 1000 – 5000.

FREQUENCY OF PURCHASE

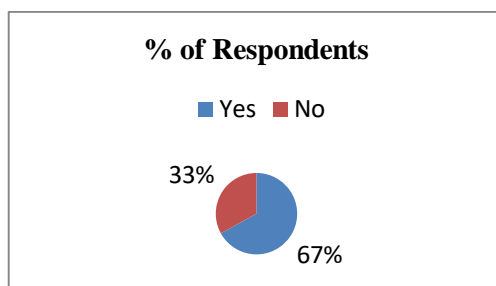
Period	No. Of Respondents	% of Respondents
Once in a weak	10	17
Once in a month	18	30
Once in six months	11	18
Once in a year	21	35
Total	60	100



The above chart clearly depicts that 17% of the respondents buy products once in a week, 30% once in six months and 35% once in a year. Majority of the respondents i.e., 35% buy products once in a year.

QUALITY OF PRODUCTS

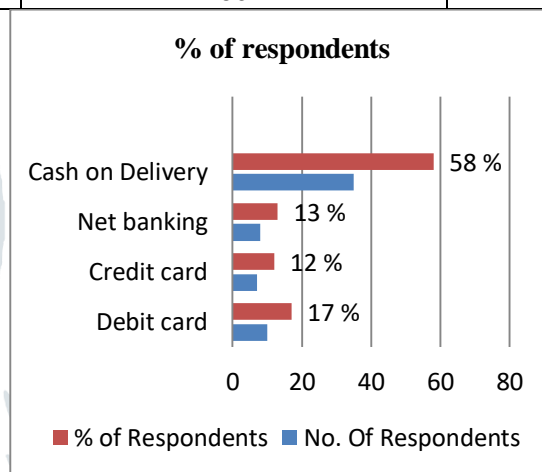
Response	No. Of Respondents	% of Respondents
Yes	40	67
No	20	33
Total	60	100



From the above diagram it is observed that 67% of the respondents say that the quality of the product is too good and 33% say that the quality of the product is not good. Majority of the respondents i.e., 67% say that quality of the product is too good.

PAYMENT MODE

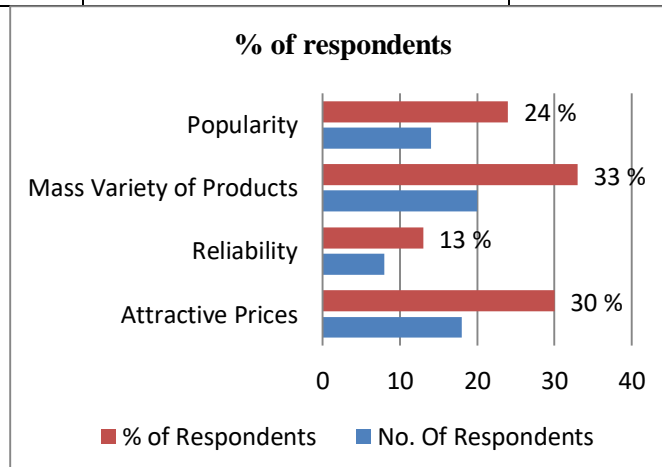
Mode	No. Of Respondents	% of Respondents
Debit card	10	17
Credit card	7	12
Net banking	8	13
Cash on Delivery	35	58
Total	60	100



From the above chart, 17% of people adopt payment through debit card, 13% through credit card, 12% through net banking and 58% through cash on delivery. Majority of the respondents i.e., 58% adopt payment of cash on delivery.

REASONS INFLUENCING THE PURCHASE

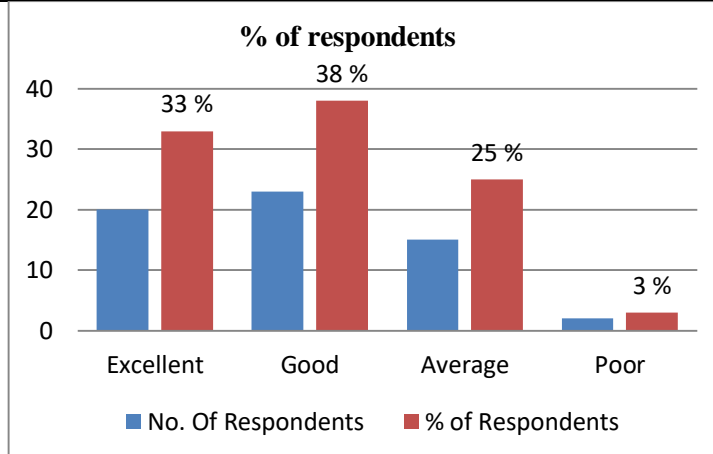
Reasons	No. Of Respondents	% of Respondents
Attractive Prices	18	30
Reliability	8	13
Mass Variety of Products	20	33
Popularity	14	24
Total	60	100



The above chart shows that, 30% of the respondents were influenced by its attractive prices, 13% by its reliability, 33% by its mass variety of products and 24% by its popularity. Majority of the respondents i.e., 33% were influenced by its mass variety of products.

RATING OF OVERALL FLIP KART EXPERIENCE

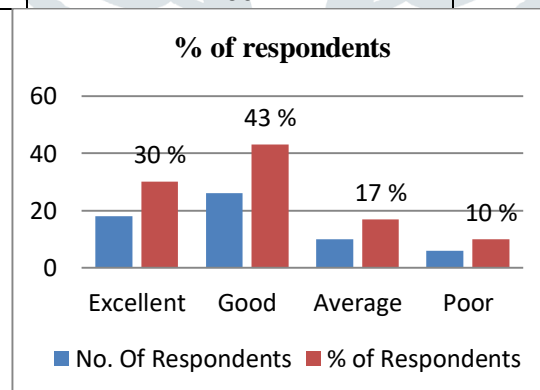
Rating	No. Of Respondents	% of Respondents
Excellent	20	33
Good	23	38
Average	15	25
Poor	2	3
Total	60	100



From the above chart it is shown that, 33% of the respondents rate the overall flip kart experience as excellent, 38% as good, 25% as average and 3% as poor. Majority of the respondents i.e., 38% rate the overall flip kart experience as good.

RATING OF SERVICES

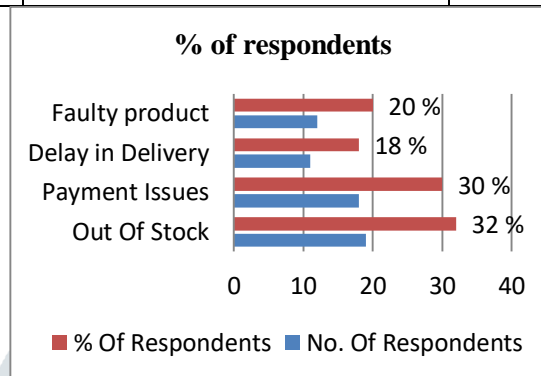
Rating	No. Of Respondents	% of Respondents
Excellent	18	30
Good	26	43
Average	10	17
Poor	6	10
Total	60	100



The above chart shows that 30% of the respondents rate the services as excellent, 43% as good, 17% as average and 10% as poor. Majority of the respondents i.e., 43% rate the services as good.

PROBLEMS FACED

Reasons	No. Of Respondents	% Of Respondents
Out Of Stock	19	32
Payment Issues	18	30
Delay in Delivery	11	18
Faulty product	12	20
Total	60	100



The above chart shows that 32% of the respondents say that they face problem because of out of stock, 30% payment issues, 18% delay in delivery and 20% faulty product. Majority i.e., 32% say that they face problem because of out of stock situation.

FINDINGS AND SUGGESTIONS**Findings:**

The following are the findings found through the analysis of data interpretation.

- It is observed that majority of the respondents using flipkart.com are female.
- Mostly students are fond of using E-shopping.
- The study reveals that most of the respondents earn below Rs. 10000.
- It is analysed that majority of the respondents use Flipkart.
- Majority of the respondents use online shopping for convenience.
- The analysis reveals that most of the respondents purchase product that ranges between Rs. 1000-5000.
- Majority of the respondents buy product from Flipkart once in a year.
- The customers adopt payment of cash on delivery.
- Majority of the respondents rate the services as good.
- Most of the respondents are satisfied with the after sales service.
- The analysis signifies that most of the respondents face problem because of out of stock situation.

Suggestions:

The following are the suggestions,

- Online companies must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will easily purchase products over online
- Flipkart should try to reduce the cost and introduce many cheap plans to make it affordable to those who cannot afford, which will in turn help them to increase their customers.
- They can provide more information about the product and service availability which will improve the knowledge of the customers and help them shop easily.
- Highly discounted products go out of stock quickly, since customers purchase it as soon as they could when they see high discount on good featured product. So Flipkart should have adequate stock of material.
- Convenience of shopping can be developed by bringing in user friendly methods of making online purchase easier.

CONCLUSION

The thorough study is based on the consumer behavior analysis which serves a great idea regarding consumer perception, when they go for online shopping. . The concept is applicable to e-commerce business companies also, as these industries are very busy to focus on delivery of consumer service and solutions provider in merchandising with effective technology and expertise. Flip kart.com has been following the quality and efficiency of customer service and distribution with decreased cost and agile work flow through retailers and other supplier's network integrally. Flip kart.com is using its inventory led model focusing on standardization of product delivery with long-run retention of customers by winning their confidence in e-business and commerce market place. One criticism leveled against Flip kart is that it is using up funds too quickly, especially as nobody else in the industry has raised as much money as it has. The Overall Brand Value of Flip kart is good, but it is facing some tough competition from its global competitors like Ebay and Amazon. Flip kart should be very focused on consumers and build amazing experiences for the customers.

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