

ISO 9001 - 2015

ISSN 2349 - 4891

Monthly

IF
4.665



Volume 4, Issue 8, August 2017

International Journal of
Recent Research and Applied Studies

SURRAGH PUBLICATIONS
SURRAGH PUBLICATIONS





A Study on Customer Awareness and Satisfaction towards Flipkart Shopping - With Special Reference to Pollachi Taluk

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Received 20th June 2017, Accepted 1st August 2017

Abstract

There are number of various websites are Amazon, snap deal, flip kart are available online shopping and they are playing an essential role in fulfilling the needs of customer. Flip kart is one among them and it is ranked as first preferred online shopping now days the customer are more dynamic. Their needs and preference can be changing as per the current scenario. The development of the online shopping sites mainly depends on the customer awareness & satisfaction. Online shopping has many advantages like global reach, availability of wide variety and cheaper products, 24x7 timing etc. The needs of the online customers change day by day. In this context, the present study is undertaken to analyze the rural customers' level of awareness and satisfaction towards Flip kart in Pollachi Taluk. It is identified that relatives and friends are the important sources for seeking information about online shopping. It is also found that the rural customers prefer flipkart. Most of the rural customers are aware on the various factors in online shopping. The respondents are satisfied with the timely delivery of the products, discounts and offers, choice of product, safe packing, customer service, payment procedure, procedure for cancelling the order etc.

Keywords: Customer Awareness, Satisfaction, Flipkart.

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Introduction

The product purchased through online is a necessity or luxury took time to settle down well with the Indians, since this entire concept was very western. In addition to that, there were other hindrances such as low computer penetration and low computer literacy. Gradually, people became more cyber savvy, which dissolved their inhibitions about online trade. As technology became more advanced, the percentage of merchants and traders increased with their goods and services. Everybody wants to expand nationally as well as internationally in terms of business. Online trade makes it possible and connects the numerous dealers within very less time. Online shopping has brought a great revolution in the retailing world. This trend was followed in India also, but as compared USA and other European countries, the pace of online shopping in India was slower, due to low internet penetration, lack of awareness and less exposure of upgraded technologies & gadgets. As described earlier, online shopping was in nascent stage in many developing countries including India; however, recently many online shopping stores opened in India are encouraging online shopping habits among Indians especially younger generations, and in

turn empowering them to leverage its benefits like products options & choices, saving time, 24 X 7 availability, fast service, price & selection, cost effectiveness, comparison and easy mode of payment. Some of the famous online shopping websites are flip kart, Amazon, e-bay shop clue etc.

Statement of the Problem

There are number of various websites are Amazon, snap deal, flip kart are available online shopping and they are playing an essential role in fulfilling the needs of customer. Flip kart is one among them and it is ranked as first preferred online shopping now days the customer are more dynamic. Their needs and preference can be changing as per the current scenario. The development of the online shopping sites mainly depends on the customer awareness & satisfaction.

However the following questions were rejected in the minds of the regarding customer awareness & satisfaction as

1. What is the level of awareness of consumers towards Flip kart shopping?
2. Which factors influence them to create awareness about online shopping among the customer?
3. How the customers are satisfied with the flip kart shopping?

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Objectives of the Study

The following are the objectives of the study are as follows

1. To study the socioeconomic profile of the respondents.
2. To find out the level of awareness and factors which influence by customer’s towards awareness on flip kart shopping.
3. To analyze the factor which influencing them for flip kart online shopping.
4. To study the customer satisfaction towards flip kart shopping.

Review of Literature

Zaid Ahmad Ansari (2015) carried out a study entitled, ‘An analysis of customer satisfaction from the quality of online services of Saudi Airlines’, with an aim to find out the satisfaction level of the customers. The data for the study has been collected through a structured close-ended questionnaire from 400 respondents using convenience sampling method. The study uses ANOVA and T-Test to analyze the data. The study reveals that majority of respondents are satisfied with the services of Saudi airlines namely, speed of the online services, getting tickets online, online payment and cancellation of the tickets online.

Jayasubramanian et al (2015) in their study entitled, ‘A Study on customer satisfaction towards online shopping’ (with special reference to Coimbatore

city only) with an object to know specific reason for choosing online purchase. The data for study has been collected through well structured questionnaire from 50 respondents with help of convenient sampling method. The study uses simple percentage and ranking analysis to analyze the data. The findings of the study reveals that the first purpose is time saving followed by attractive offers, product delivery, warranties, return policies and payment security.

Mohanapriya and Anusuya (2014) carried out a research on, ‘A study on customer preferences and satisfaction towards selected online websites with special reference to Coimbatore city’ with an aim to know about the most preferred website among the selected websites, preference and level of satisfaction on online shopping. The data for the study has been collected through well structured questionnaire from 200 respondents using convenient sampling method. The study reveals that majority of the respondents prefer flip kart followed by Amazon, eBay, snap deal, jabong,mytra. The customer prefers online purchase as it saves time, less price and due to convenience. Most of the respondents are satisfied with the service of online purchase like timely delivery, discount offers, guarantee& warranty and security.

Analysis & interpretation and result

The following table 1 explains about the personal information of the selected respondents.

Table 1
Personal Profiles

Personal profile	Number of respondent	percentage
Age		
Below 25 years	92	61.300
26-35 years	48	32.00
36-45 years	6	4.00
Above45 years	4	2.700
Gender		
Male	45	30.00
Female	105	70.00
Marital status		
Married	53	35.300
Unmarried	97	64.700
Educational qualification		
Up to HSC	27	18.00
Diploma	26	17.300
Under graduate	46	30.700
Post graduate	51	34.00
occupational status		
Students	64	42.700
Professional	15	10.00
Govt.employee	18	12.00
Private employee	38	25.300
Business	5	3.300
Others	10	6.700
Area of residence		

Rural	90	60.00
Urban	60	40.00
Type of family		
Joint	17	11.300
Nuclear	133	88.700
Position in your family		
Head	25	16.700
Member	125	83.300
Number of members in the family		
Earnings		
Below 2 members	46	30.700
2-3 members	101	67.300
Above 3 members	3	2.00
Non earnings		
Below 2 members	65	43.300
2-3 members	83	55.300
Above 3 members	2	1.300
Monthly income of the family		
Up to 15000		
15001-25000	29	19.300
25001-40000	65	43.300
Above 40000	42	28.00
	14	9.300

Source: primary data

Majority of the respondents fall in the age group of below 25 years. Majority (70.0 per cent) of the respondents are female. Majority (64.7 per cent) of the respondents are unmarried. Majority (34.0 per cent) of the respondents are Post Graduates. Majority (42.7 per cent) of the respondents are students. Majority (88.7 per cent) of the respondents are living in nuclear family. Majority (83.3 per cent) of the respondents are member. Majority (60.0 per cent) of the respondents are residing in rural area. Majority (67.3 per cent) of the respondents are having 2-3 earning members in their family. Most

(55.30 per cent) of the respondents family having two-three non-earning members in the family. Majority (3.30 per cent) of the respondent’s monthly income between Rs.15, 001-rs.25, 000.

Chi square result

Chi-square tests have been applied to find the association between personal profile and awareness about flip kart shopping is as follows:
 Ho= personal profiles does not influence level of awareness on flip kart shopping.

Table 2
 Associate between personal profiles and awareness towards about flip kart shopping

Personal profile	Calculated square value	chi	Tablevalue@5%level	Significant / not significant	Hypothesis Accept/reject
Age	08.619		12.592	Insignificant	Accept
Gender	4.001		5.991	Insignificant	Accept
Marital status	0.954		5.991	Insignificant	Accept
Educational qualification	17.732		12.592	Significant	Reject
occupation	19.358		18.307	Significant	Reject
Rural/ urban	12.650		5.991	Significant	Reject

Source: primary data

From the above table 2 reveals that there is an association between educational, occupation and rural area. There is no significant association between awareness and demographic factors sources that age, gender and marital status.

Findings of the Study

- Majority (60.0 per cent) of the respondents are residing in rural area.
- Majority of the respondents fall in the age group of below 25 years.
- Majority (70.0 per cent) of the respondents are female.
- Majority (64.7 per cent) of the respondents are unmarried.
- Majority (34.0 per cent) of the respondent's educational qualification is Post Graduation.
- Majority (42.7 per cent) of the respondents are students.
- Majority (88.7 per cent) of the respondents are living in nuclear family.
- Majority (83.3 per cent) of the respondents are member.
- Majority (60.0 per cent) of the respondents are residing in rural area.
- Majority (67.3 per cent) of the respondents are having 2-3 earning members in their family.
- Most (55.3 per cent) of the respondents family having 2-3 non earning members in the family.
- Majority (3.3 per cent) of the respondent's monthly income between rs.15, 001-rs.25, 000.

Suggestion of the Study

Based on the findings of the study and opinion given by the rural customers' at the time of data collection a few measures have been suggested to improve the level of satisfaction on Flipkart shopping.

- Quality, Price, Varieties are the various attributes which influences while purchasing through online. So, it would be better if flip kart concentrate more on these attributes.
- Good customer service provides positive shopping experience to the customers. It will help to increase sales volume and to retain the customers.
- Flip kart have to concentrate on the promotional strategies like offers, discounts, gift coupons etc to attract new online shoppers.
- Flip kart should know about the future expectations of the rural customers to increase the sales volume.
- The products are not delivered to the exact place. So, Flip kart should take necessary measures to overcome this problem.

Conclusion

Online shopping has many advantages like global reach, availability of wide variety and cheaper products, 24x7 timing etc. The needs of the online customers change day by day. In this context, the present

study is undertaken to analyze the rural customers' level of awareness and satisfaction towards Flip kart in Pollachi Taluk. It is identified that relatives and friends are the important sources for seeking information about online shopping. It is also found that the rural customers prefer flipkart. Most of the rural customers are aware on the various factors in online shopping. The respondents are satisfied with the timely delivery of the products, discounts and offers, choice of product, safe packing, customer service, payment procedure, procedure for cancelling the order etc.

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