



A STUDY ON CUSTOMER SATISFACTION TOWARDS GADGETS BOUGHT THROUGH FLIPKART WITH SPECIAL REFERENCE TO MADURAI CITY.

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ABSTRACT:

Amid the lockdown, there has been a quick increment within the deal through online offering entrances. Amazon is administering the online showcase. Even though Flipkart has been an auxiliary commercial center by one means or another, they offer save contraptions at beating quality and rate. Since instruction is revolutionizing with innovation shrewd contraptions like smart watches control banks and discuss buds have ended up essential to understudies. In this paper, a think about has been conducted to decide how the client is fulfilled with the shrewd contraptions advertised by Flipkart. The essential information was collected from the respondents around the Thirunagar region.

KEYWORDS:

FLIPKART, E-COMMERCE, ELECTRONIC GADGETS.

1.1 INTRODUCTION

Electronic commerce, commonly known, as e-commerce, is exchanging items or administrations, utilizing a computer system, such as the web electronic commerce draws on innovations such as portable commerce, electronic reserves exchange, web promoting, online exchange preparation, electronic information compatibility (EDI), Stock administration frameworks, and mechanized information collection frameworks, cutting edge electronic commerce ordinarily employments.

1.2 STATEMENT OF THE PROBLEM

The study is being conducted for Online Shopping in the Thiru Nagar Area of Madurai City on to find out the customer preferences in choosing Flipkart. It is required to find out the preferences based on certain aspects (Income, levels selection of products, satisfaction level of customers).

1.3 REVIEW OF LITERATURE

Muruganantha S, Nandhini S, Nivetha B, and Nandhini A (2017) conducted a study of 50 respondents in Coimbatore city. In the study, they have focussed on various factors like Price, Quantity, Customer experience, Variety of products, Brand, Packaging, Mode of payment, Mode of delivery

Major Dr. R. Rajasekaran, Dr. M. Esther Krupa, and Ms. R. Sindhu (2019) conducted a study on 200 respondents in Coimbatore. The study was conducted to find out the customer preference towards e-tailing in Coimbatore. The factors considered in the study were price, availability, time-saving, and replacement policy.

Eri, Y., Islam, M. A., and Daud, K. A. K. analysed factors

influencing students' buying intention through internet shopping in an institution of higher learning in Malaysia. Factors such as usefulness, ease of use, compatibility, privacy, security, normative beliefs, and intention were analysed. The study revealed that attitudes that influence students' buying Compatibility, usefulness, ease of use, and security are important predictors of toward attitudes online shopping adoption and usage.

1.4 OBJECTIVE

1. To study the growth of online retail business in India.
2. To explore the online business model of Flipkart.
3. To analyze the Customer Feedback of Flipkart over other available online retail stores in India.
4. To find out the mode by which the customer became aware of Flipkart
5. To reveal the satisfaction level of the consumer.

1.5 RESEARCH DESIGN

The type of design being used for making this project is Meta-Analysis Design. Meta-analysis is an analytical methodology designed to systematically evaluate and summarize the results from several individual studies, thereby, increasing the overall sample size and the ability of the researcher to study effects of interest.

1.5.1 METHOD OF DATA COLLECTION

METHOD OF DATA COLLECTION:

The focus of the research is to study the consumer of towards. Data for the study were collected through primary and secondary sources.

PRIMARY DATA:

Primary data is collected using a self-administered structured questionnaire, and field survey to collect the primary data.

SECONDARY DATA:

The secondary data used in this study were collected from national and international journals, newspapers, magazines, articles, and other records. Websites were also used to collect some statistical information. Several standard textbooks in marketing, advertising, and mass communication were also referred to present the data.

1.6 SAMPLING SIZE

Sample size: For the research the sample size of 51 respondents were taken out of which 80% of the population are frequent users of online shopping. The geographical area is limited to an area of Thiru Nagar, Madurai. The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample has been drawn from the population. Sampling is the process of selecting a subset of individuals from the population to estimate the characteristics of the whole population.

1.7 SAMPLE TECHNIQUE

Sample technique is paramount to ensure the reliability and representativeness of the data collected. Given the diverse demographics and socio-economic characteristics of Madurai's population, stratified sampling could be a suitable technique. population into distinct strata based on relevant factors such as age, gender, income level, and educational background

1.8 GENDER CLASSIFICATION

Gender	No of respondents	Percentage
Male	34	70.6%
Female	17	29.4%
Total	51	100%

1.8 TABLE SHOWING GENDER CLASSIFICATION.**1.9 AGE RESPONDENTS**

Age	No of respondents	Percentage
18-25	44	86.3 %
26-35	4	7.84%
36-45	2	3.9%
45 Above	1	1.96%
Total	51	100%

TABLE 1.9 TABLE SHOWING AGE OF THE RESPONDENTS.**1.9 BRAND OF THE GADGET**

Brand of the Gadget Use	No of respondents	Percentage
Apple	5	5.(9.8%)
Boat	23	23(45.1%)
Fast track	3	3(5.9%)
Oppo	8	8(15.7%)
Nosie	2	2(3.9%)
Others	10	10(19.6%)
Total	51	100%

TABLE 3.8 TABLE SHOWS BRAND OF THE GADGET USED OF THE RESPONDENTS.**1.10 RANK**

ITEMS	VERY IMPORTANT	SOMEWHAT IMPORTANT	NEITHER IMPORTANT NOR UNIMPORTANT	LESS IMPORTANT	UNIMPORTANT.	MEAN	SD	RANK
Advertisement	29	9	6	3	4	7.52	10.75639	5
Appearance	28	13	6	3	1	8.24	10.94075	4
Price	34	4	8	3	2	9.52	13.49815	1
Functions	26	13	4	3	5	7.44	9.679876	7
Quality	33	5	6	1	6	9.12	12.91124	2
Brand Image	29	10	7	2	3	7.52	10.98636	6
Service	32	9	4	2	4	8.72	12.45793	3

CORRELATION

ITEMS	ADVERTISEMENT	APPEARANCE	PRICE	FUNCTIONS	QUALITY	BRAND IMAGE	SERVICE
Advertisement	1						

Appearance	0.973	1					
Price	0.976	0.919	1				
Functions	0.970	0.979	0.893	1			
Quality	0.981	0.909	0.982	0.920	1		
Brand Image	0.996	0.983	0.967	0.970	0.967	1	
Service	0.998	0.966	0.966	0.976	0.980	0.990	1

This table shows that the coefficient of correlation of variables Advertisement, Appearance, Price, Functions, Quality, Brand Image, and Service are highly relationship for the result range of 88 to 100 percent.

1.11 FINDING

- 70.6% of the respondents are male.
- 86.3% of the respondents are single.
- 86.3% of the respondents are 18-25.
- 66.7% of the respondents are Student.
- 68.6% of the respondents are Undergraduate.

CONCLUSION

In this changing era updating and invasion of technology has become a part of daily activity. Offline markets are transforming into online markets after the 20th century. In 2023 indian annual transacting e-retail shopper basic estimated to sell to 230 to 250 million people, over 100 million of these shoppers were added over the last three years. Reserve consumer's micro/ segment has become more salient. By diversifying its product range deeply Flipkart attracts a wider customer and potentially increases the sale of smart gadgets. this is how to increase reviews on Flipkart and encourage satisfied customers to leave positive reviews for the products.

SUGGESTION

A still in India large segment of the population is untapped regarding online shopping the available online shopping stores can widen their market by getting into expansion strategies. There is also a need to remove the fear in the minds of the customers regarding product quality, durability payments, etc. in online shopping. Wide expansion of internet facilities in rural areas can bring more customers to online shopping sites. Through prompt

service, wide variety, and easy accessibility even consumers from remote areas can be tapped. Indian consumers are much more cautious about shopping online as compared to the West. They are reluctant to divulge credit card details. The cash-on-delivery service will help a lot of traditional consumers turn to online shopping.

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INFORMATION AND DATA RELATED TO THE PROJECT HAS BEEN TAKEN FROM THE SOURCES BELOW, WITH SPECIAL THANKS TO THE EDITORS FOR MAKING THE TASK EASIER: -

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