



## A STUDY ON ONLINE SHOPPING WITH SPECIAL REFERENCE TO FLIPKART IN MADURAI CITY

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**ABSTRACT:**

This study explores the online shopping behavior of consumers in Madurai city, with specific focus on Flipkart. A survey-based research design was employed and data was collected from 104 online shoppers in Madurai city. The results indicates that convenience, price and product variety are the primary factors influencing online shopping behavior among consumers in Madurai city. Additionally, the study reveals that Flipkart's services such as fast delivery, easy returns and competitive pricing are significant predictors of customer satisfaction. However, concerns about data security, payment safety, and product authenticity remain major barriers to online shopping adoption. The study's findings provide valuable insights for Flipkart and other e-commerce players seeking to enhance their services and improve customer satisfaction in the Madurai city.

**KEYWORDS:**

**ONLINE SHOPPING, FLIPKART, MADURAI CITY, E-COMMERCE, CUSTOMER SATISFACTION.**

**1.1 INTRODUCTION:**

The rise of e-commerce has transformed the retail landscape, offering consumers unprecedented convenience, variety and accessibility. Flipkart, India's leading e-commerce platform has been instrumental in driving this transformation. With its vast product offerings, competitive pricing and reliable delivery, Flipkart has become a household name in India. Madurai, a vibrant city in Tamil Nadu has witnessed significant growth in internet penetration and online shopping adoption. As a major commercial hub in southern India, Madurai presents a fascinating case study for understanding online shopping behavior. This study aims to explore the online shopping behavior of consumers in Madurai with a specific focus on Flipkart. By examining the experiences, preferences and perceptions of online shoppers in Madurai, this study seeks to contribute to the existing literature on e-commerce and consumer behavior. The findings of this study will provide valuable insights for Flipkart and other e-commerce players seeking to enhance their services and improve customer satisfaction in the Madurai city.

**1.2 STATEMENT OF THE PROBLEM**

The rapid growth of e-commerce in India has led to a significant increase in online shopping adoption among consumers. However, despite the growing popularity of

online shopping, consumers in Madurai city continue to face several challenges that hinder their online shopping experiences. One of the major concerns is the lack of trust and security concerns as consumers are hesitant to share their personal and financial information online. Furthermore, inadequate product information, insufficient reviews and difficulty in returning products are other significant issues that deter consumers from shopping online. Specifically, with reference to Flipkart, one of India's leading e-commerce platforms, consumers in Madurai city face challenges in navigating the website, finding relevant products and accessing customer support. Therefore, this study aims to investigate the online shopping behavior of consumers in Madurai city with a specific focus on Flipkart and identify the factors that influence their online shopping experiences.

**1.3 REVIEW OF LITERATURE:**

**Flipkart-Specific Research**

Studies have examined the factors influencing customer satisfaction and loyalty towards Flipkart (Kumar & Gupta, 2015; Singh & Kumar, 2017). Research has also explored the impact of Flipkart's services, such as fast delivery and easy returns, on customer satisfaction (Gupta & Kumar, 2016).

Online Shopping Behavior

Studies have shown that online shopping behavior is influenced by various factors, including demographics, personality traits, and shopping motivations (Kotler & Armstrong, 2010; Solomon, 2013). Research has also highlighted the importance of website usability, product information, and customer support in shaping online shopping experiences (Lazaris & Vrechopoulos, 2015; Singh & Kumar, 2017).

1.4 OBJECTIVE OF THE STUDY

1. To identify the demographics and characteristics of online shoppers in Madurai.
2. To analyze the factors influencing online shopping behavior among consumers in Madurai particularly with reference to Flipkart.
3. To examine the satisfaction levels and perceived benefits of online shopping among consumers in Madurai, specifically with regard to Flipkart.

1.5 RESEARCH DESIGN

Type of research: Descriptive study.

1.5.1 SAMPLE METHOD

Random Sampling method.

1.5.2 DATA COLLECTION

PRIMARY DATA

Primary data were collected through structured questionnaire.

SECONDARY DATA

Secondary data were collected from various source such as Internet, magazine, books, journals, websites.

1.5.3 SAMPLE SIZE

A total of 104 online shoppers in Madurai city participated in the study.

1.5.4 STUDY ON THE AREA

A areas of study provides valuable into online shopping behavior, perceptions of Flipkart and the factors influencing online shopping in Madurai city.

1.5.5 TOOLS USED FOR ANALYSIS

Percentage analysis, bar chart and pie chart

1.6 DATA ANALYSIS

CLASSIFICATION ACCORDING TO OCCUPATION

Table 1 reveals the occupation level of the sample respondents in Madurai city.

TABLE 1

CLASSIFICATION ACCORDING TO OCCUPATION

Occupation	No. of Respondents	Percentage
Employees	27	26
Business	10	9.6
Students	60	57.7

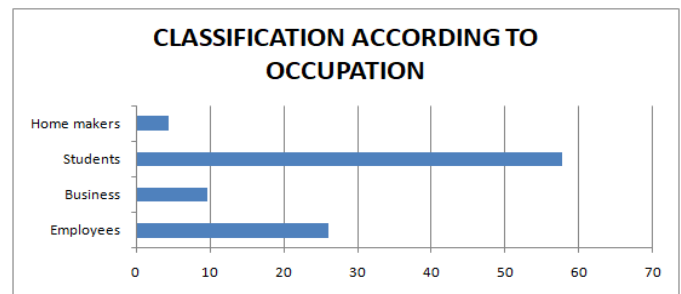
Home makers	7	6.7
<b>TOTAL</b>	<b>104</b>	<b>100</b>

Source: Primary data

Above table shows that 26% of the respondents are employees, 9.6% of them are business, 57.7% of them are students and 6.7% of them are home makers. It is interpreted that majority (57.7%) of the respondents are students.

The following chart was drawn up to explain the above fact more clearly.

CHART 1



REASON FOR PURCHASING IN FLIPKART

Table 2 reveals that the reason for purchasing things in Flipkart of the respondents.

TABLE 2

REASON FOR PURCHASING IN FLIPKART

Reason	No. of Respondents	Percentage
Quality	48	46.2
Low price	28	26.9
Door delivery	10	9.6
Brand	18	17.3
<b>TOTAL</b>	<b>104</b>	<b>100</b>

Source: Primary data

The above table shows 46.2% of the respondents have like quality, 26.9% respondents have like the low price and 9.6% of respondents have like door delivery and balance 17.3% respondents may like the brand. It is interpreted that majority (46.2%) of the respondents are purchasing goods for quality.

The following chart was also drawn up to explain the above fact more clearly.

CHART 2



**TYPE OF PRODUCT PREFER TO BUY**

Table 3 reveals that which type of product preferred by the sample respondents in Madurai city.

**TABLE 3**

**TYPE OF PRODUCT PREFER TO BUY**

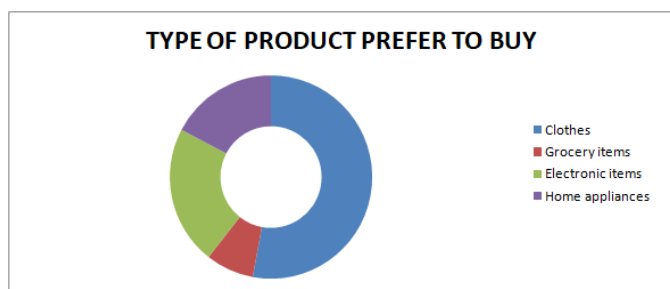
Opinion	No. of Respondents	Percentage
Clothes	55	52.9
Grocery Items	8	7.7
Electronic Products	23	22.1
Home Appliances	18	17.3
<b>TOTAL</b>	<b>104</b>	<b>100</b>

Source: Primary data

The above table 3 shows that out of 104 respondents, 52.9% respondents are mostly prefer to buys clothes, 7.7% are prefer to buy grocery items, 22.1% are to buy electronic items and 17.3% are prefer to buy home appliances. It is interpreted that majority (52.9%) of the respondents are choose clothes.

The following chart was also drawn up to explain the above fact more clearly.

**CHART 3**



**1.7 FINDINGS**

- Out of 104 respondents, 57.7 % of the respondents are students mostly using Flipkart.
- Out of 104 respondents, 46.2% of the respondents are purchasing goods for quality in Flipkart.
- Out of 104 respondents, 52.9% of the respondents are preferred to buy clothes in Flipkart.

**1.8 CONCLUSION**

The study on online shopping behavior with reference to Flipkart in Madurai city reveals that convenience, competitive prices, and product variety are the primary drivers of online shopping adoption among consumers. The findings also suggest that Flipkart is the most preferred e-commerce platform among consumers in Madurai city, followed by Amazon and Paytm Mall.

The study highlights the importance of understanding consumer behavior and preferences in the context of online shopping. The results of this study can be used by e-commerce platforms like Flipkart to develop targeted marketing strategies and improve customer satisfaction.

Furthermore, the study suggests that there is a need for e-commerce platforms to improve their logistics and delivery services, as well as to enhance the overall online shopping experience for consumers in Madurai city.

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