



SATISFACTION OF FLIPKART CUSTOMERS – AN ANALYTICAL STUDY

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ABSTRACT

Online Shopping is a very important and convenient shopping pattern for people. There are number of online shopping stores which provide lot of services to its customer. The Flipkart is one of the e-commerce company offering number of products to its customers. This study aims to analyse the level of satisfaction of customers towards services of Flipkart online store. A sample of 200 Flipkart customers has been selected from Kanyakumari District on the basis of convenience sampling method. The collected data have been analysed with the help of chi-square (χ^2) test.



KEYWORDS: Customer, Shopping, Flipkart, Wishman.

INTRODUCTION :

Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. In the beginning the company focused on book sales but now their sales is expanding into number of other products such as consumer electronics, fashion and lifestyle products. In the year 2016 30000 employees worked in Flipkart Company. Flipkart Company is one of the largest online shopping store for number of products. The customer can place the order through Flipkart for which the registration is compulsory. After completing the registration process to Flipkart they can place the order. Once the order is placed by the customer, the Flipkart wishman will deliver the products directly to the customer door. During the year 2017, the Flipkart Company earned `199 billion revenue.

REVIEW OF LITERATURE:

A.B. Santhi had analysed customers expect at an online shopping portals, different payment and delivery systems preferred by customers, inhibitions faced by customers during online purchases and factor to influence customer purchase decision. **Rashed Al karim** had studied motivating factors of online shopping, and inhibitions of online shopping. According to the study the null hypothesis proof that the online shopping is convenient to the users. **Taweerat Jiradilok, et.al.**, had investigate the relationship of the antecedent factors in online shopping context between experience online buyers and non-experienced online buyers with variables. The study concluded that the internet users may frequently visit the shopping sites but many of them do not perform the actual transaction with the sites. **Haifa Alghwery and Christian Bach** had analysed product Quality, Price, Trust and customer service. This study reveals customer satisfaction is a core determinant factor for the survival of business organisations in the future.

OBJECTIVES OF THE STUDY:

The study covers the following objectives:

1. To study the demographic profile of the customers and their buying behaviour.
2. To analyse the level of satisfaction of customers of Flipkart's services.

SCOPE OF THE STUDY:

The Flipkart is one of the leading online shopping store in India and has a strong customer base in Kanyakumari district. The present study has been carried on by the researchers with a view to measure the level of satisfaction derived by the customers of Flipkart's services. The study is limited to Kanyakumari District.

METHODOLOGY:

The study is empirical in nature based on primary data and the required data for the study are collected through structure questionnaire. Two hundred (200) Flipkart customer have been selected for the study on the basis of convenient sampling method. To find out the level of customer satisfaction on the services of Flipkart, Chi-square analysis has been employed.

$$\text{Chi-square } (\chi^2) = \frac{\sum(O-E)^2}{E}$$

O = Observed Frequency, E = Expected Frequency

Analysis and Interpretation:

The analysis and interpretation of data have been done with the help of following Tables.

Gender Wise Classification of Customers:

The Gender wise distribution of Flipkart customer are given in Table 1.

Table 1: Gender Wise Classification

| Sl. No | Gender | No. of Respondents | Percentage |
|--------|--------------|--------------------|------------|
| 1. | Male | 141 | 70.5 |
| 2. | Female | 59 | 29.5 |
| | Total | 200 | 100 |

Source : Primary Data

Table 1 noted that 70.5 per cent of the customers are male and 29.5 per cent are female.

Age Wise distribution of Customers:

The selected Flipkart customers are classified according to their age which is presented in Table 2.

Table 2: Age Wise Distribution

| Sl. No | Age | No. Of Respondents | Percentage |
|--------|----------------|--------------------|------------|
| 1. | Upto 30 years | 102 | 51 |
| 2. | 30-40 years | 62 | 31 |
| 3. | Above 40 Years | 36 | 18 |
| | Total | 200 | 100 |

Source : Primary Data

Table -2 reveals that out of 200 customer, 51 per cent belongs to upto 30 years, 31 per cent are 30-40 years and 18 per cent are above 40 years.

Educational Qualification of Customer:

The educational Qualification of Flipkart customers are presented in Table 3.

Table 3: Educational Qualification

| Sl. No | Education | No. of respondents | Percentage |
|--------|-----------------|--------------------|------------|
| 1. | Upto School | 30 | 15.00 |
| 2. | Graduate | 97 | 48.50 |
| 3. | Post Graduation | 45 | 22.50 |
| 4. | Others | 28 | 14.00 |
| | Total | 200 | 100 |

Source : Primary Data

Table 3 shows that 48.50 per cent have done graduation, 22.50 per cent are Post Graduation, 15 per cent are upto School and 14 per cent are Others.

Occupational Status of Customers:

The occupational status of Flipkart customers are given in Table 4.

Table 4: Occupational Status

| Sl. No | Occupation | No. Of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1. | Salaried Employee | 92 | 46 |
| 2. | Students | 48 | 24 |
| 3. | Others | 60 | 30 |
| | Total | 200 | 100 |

Source : Primary Data

Table 4 noted that 46 per cent have salaried employee, 30 per cent are others types of occupation and 24 per cent are students.

Monthly Family Income of Customers:

The monthly family income of Flipkart customers are presented in Table 5

Table 5: Monthly Family Income

| Sl. No | Income | No. of Respondents | Percentage |
|--------|-------------------|--------------------|------------|
| 1. | Upto ` 10000 | 60 | 30.00 |
| 2. | `10,001 to 20,000 | 89 | 44.50 |
| 3. | Above 20,000 | 51 | 25.50 |
| | Total | 200 | 100 |

Source : Primary Data

Table 5 reveals that out of 200 respondents 44.50 per cent family earned between `10,001-20,000, 30 per cent are upto `10,000 and 22.50 per cent are above `20,000

Level of Satisfaction of customers toward Flipkart Services:

While purchasing product from Flipkart Online store, they offered number of services to its customers. These are home delivery facility, payment option, Product return policy, after sale services,

buyback guarantee, and delivery charges. The various services offered by the Flipkart and the level of satisfaction of customers are analysed with the help of chi-square test. For analysing the data the level of satisfaction of customers are divided into low medium and high and the results of the test are presented in the following tables.

i) Home delivery facility and level of satisfaction of customers.

The Home delivery facility and level of satisfaction of customers are analysed with the help of chi-square and presented in Table – 6.

Table 6: Home Delivery Facility and level of Satisfaction

| Home Facility | Delivery | Level of Satisfaction | | | Total |
|---------------|----------|-----------------------|-----------|-----------|------------|
| | | Low | Medium | High | |
| Excellent | | 15(10.5) | 24(32.55) | 31(26.95) | 70 |
| Good | | 6(7.65) | 26(23.72) | 19(19.64) | 51 |
| Normal | | 5(7.8) | 30(24.18) | 17(20.02) | 52 |
| Poor | | 4(4.05) | 13(12.56) | 10(10.40) | 27 |
| Total | | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in the brackets represent the Expected Frequency.

Null Hypothesis :

There is no significant association between Home delivery facility and level of satisfaction of customers (at 5% level)

The calculated value of χ^2 8.3 is less than table value of 12.592 at 5% level of significance for 6 degrees of freedom, the null hypothesis is accepted and it could be infer that there is no association between home delivery facility and level of satisfaction of customers. Hence the home delivery facility not significantly impact the purchase of product form Flipkart.

ii) Payment Option and Level of Satisfaction:

The payment option of Flipkart are compared with the level of satisfaction of Flipkart Customer which is given in Table 7.

Table 7: Payment Option and Level of Satisfaction

| Payment Option | Level of Satisfaction | | | Total |
|-------------------|-----------------------|-----------|-----------|------------|
| | Low | Medium | High | |
| Cash on Delivery | 11(18.45) | 63(57.20) | 49(47.36) | 123 |
| Net Banking | 7(3.9) | 10(12.09) | 7(10.01) | 26 |
| Debit/Credit Card | 10(7.65) | 20(23.72) | 21(19.64) | 51 |
| Total | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in the brackets represents the Expected Frequency.

Null Hypothesis:

The payment option are not significantly associating with level of satisfaction of customers.

The above analysis shows that the calculated value of χ^2 13 is more than the table value 9.488 at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be infer that the

payment option are significantly associating with level of satisfaction of customers. Hence the payment option of the customers are significantly impact the purchase of product from Flipkart.

iii) Product Return Policy and Level of Satisfaction :

The product return policy of Flipkart Online Store and level of satisfaction of customers are presented in Table 8

Table 8
Product Return Policy and Level of Satisfaction

| Product Policy | Return | Level of Satisfaction | | | Total |
|----------------|--------|-----------------------|-----------|-----------|------------|
| | | Low | Medium | High | |
| Good | | 10(9.60) | 25(29.76) | 19(24.64) | 64 |
| Normal | | 18(17.25) | 58(53.48) | 39(44.28) | 115 |
| Poor | | 2(4.65) | 10(14.42) | 19(11.94) | 31 |
| Total | | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in the brackets represents the Expected Frequency.

Null Hypothesis:

The Product Return Policy of Flipkart are not significantly associating with level of satisfaction of customers.

The above analysis clearly shows that the calculated value of χ^2 10.20 is more than table value of 9.488 at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be concluded that the product Return Policy of Flipkart are significantly associating with level of satisfaction of customers. Hence the Product Return Policy of Flipkart are significantly impact the purchase of product from Flipkart.

iv) After Sale Service and Level of Satisfaction:

The after sale services of Flipkart and level of satisfaction of customers are presented in Table 9.

Table 9: After Sale Service and Level of Satisfaction

| After Sale Services | Level of Satisfaction | | | Total |
|---------------------|-----------------------|-----------|-----------|------------|
| | Low | Medium | High | |
| Always Better | 18(10.35) | 14(32.09) | 37(26.57) | 69 |
| Normal | 9(13.80) | 59(42.78) | 24(35.42) | 92 |
| Poor | 3(5.85) | 20(18.14) | 16(15.02) | 39 |
| Total | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in brackets represent the Expected Frequency.

Null Hypothesis:

The After Sale Service of Flipkart are not significantly associating with level of satisfaction of customers.

The above analysis clearly shows that the calculated value of χ^2 33.08 is more than the table value 9.488 at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be

concluded that the association between after sale service and level of satisfaction of customers. Hence the After sale service is significantly impact the purchase of product from Flipkart.

v) Buyback Guarantee and Level of Satisfaction:

The buyback Guarantee of Flipkart and level of satisfaction of customers are presented in Table 10.

Table 10: Buyback Guarantee and Level of Satisfaction

| Buy Back Guarantee | Level of Satisfaction | | | Total |
|--------------------|-----------------------|-----------|-----------|------------|
| | Low | Medium | High | |
| Good | 6(6.15) | 14(19.07) | 21(15.79) | 41 |
| Normal | 18(14.55) | 46(45.11) | 33(37.35) | 97 |
| Poor | 6(9.30) | 33(28.83) | 23(23.87) | 62 |
| Total | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in brackets represents the Expected Frequency.

Null Hypothesis:

The Buyback Guarantee of Flipkart not significantly associating with level of satisfaction of customer.

The above analysis shows that the calculated value of χ^2 6.22 is less than the table value 9.488 at 5% level of significance for 4 degrees of freedom the null hypothesis is accepted and it could be infer that buyback Guarantee of Flipkart not significantly associating with level of satisfaction of customers.

vi) Delivery Charges and Level of Satisfaction:

The delivery charges of Flipkart and level of satisfaction of customers are presented in Table 11.

Table 11: Delivery Charges and Level of Satisfaction

| Delivery Charges | Level of Satisfaction | | | Total |
|------------------|-----------------------|------------|-----------|------------|
| | Low | Medium | High | |
| High | 12(14.55) | 53(45.11) | 32(37.35) | 97 |
| Normal | 5(8.10) | 19(25.11) | 30(20.79) | 54 |
| Low | 13(7.35) | 21(22.79?) | 15(13.87) | 49 |
| Total | 30 | 93 | 77 | 200 |

Source: Primary data

Figures given in the brackets represent the Expected Frequency.

Null Hypothesis:

There is no significant association between delivery charges and level of satisfaction of customers.

The above analysis shows that the calculated value of χ^2 14.63 is more than the table value 9.488 at 5% level of significance for 4 degrees of freedom, the null hypothesis is rejected and it could be concluded that the delivery charges of Flipkart is significantly associating with level of satisfaction of customers. Hence the study infers that the delivery charges is significantly impact the purchase of product from Flipkart.

CONCLUSION AND RECOMMENDATION:

This study is to analyse the level of customers satisfaction towards services offered by the Flipkart in Kanyakumari District. Six important variables have been taken by the researcher such as home delivery facility, payment option, Product Return Policy, After Sale Services, Buyback Guarantee and Delivery Charges. The analysis shows that the variables such as Payment Option, Product Return Policy, After Sale Services and delivery charges significantly impact the purchase of product from Flipkart Online Store.

The Flipkart in India has emerged as one of the most dynamic and fast-paced Online Store. Day by day the Flipkart offer number of additional services to its customers. The after sale services is further improved by Flipkart store to attract a number of additional customers. The Flipkart offers free delivery charges for some products especially mobile phones. Further, they can reduce delivery charges of other types of product or offer free delivery charges to all the products in order to improve the sales in Kanyakumari District.

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