

CUSTOMER PERCEPTION TOWARDS SERVICES PROVIDED BY FLIPKART

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ABSTRACT :

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. The evolution of online shopping has opened door of chance to provide a competitive advantage over firms. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Flipkart is one of the leading online shopping websites in India. This study aims to analyze the customer perception in Tiruchirappalli District, towards online shopping on Flipkart.com. Basically it is important to investigate the motivation behind consumer purchase but it is equally important to find us how the consumers form perception and behaviors towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting actual buying behavior. The study is based on both primary and secondary data. Research findings from the paper will be useful to understand the customer perception and customers' level of satisfaction on basis of the products and services.

Keywords: Customer Perception, Customer Satisfaction, Flipkart, Tiruchirappalli District.

INTRODUCTION

The Internet, as a mean for both firms and individuals to conduct business, is nowadays one of the most widely used non-store formats. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have

started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store.

STATEMENT OF THE PROBLEM

Analysis of Customer Perception towards online shopping on Flipkart.com. Basically it is important to investigate the motivation behind consumer purchase but it is equally important to find us how the consumers form perception and behaviors towards online buying because consumer perception towards purchasing online is a conspicuous factor affecting actual buying behavior. One of the researches is to work on factors that influence customers to buy online from Flipkart.com, and have decided to study four factors such as convenience, time saving, Website features, and security.

However, customer's willingness to purchase online could be affected by one's individual needs and these needs can be 'Need for cognition'. Taking these aspects into account, a survey is conducted to know the perception towards online shopping on Flipkart.com.

OBJECTIVES OF THE STUDY

- ❖ To discover the key factors that influence online buying behavior of consumers in Tiruchirappalli District, TamilNadu.
- ❖ To understand the customer awareness on Flipkart.
- ❖ To determine the factors responsible for customer satisfaction
- ❖ To analyse the level of satisfaction towards services rendered by Flipkart Logistics.
- ❖ To offer suggestions to improve the services of Flipkart.

RESEARCH METHODOLOGY

Descriptive research design is used to describe characteristics of a population or phenomenon being studied. Descriptive research primarily focused on describing the nature of a demographic segment. This study aims to understand and describe the customer Perception towards service provided by Flipkart in Thiruverumbur taluk, Tiruchirappalli district.

In this study, the primary data is collected through **well-formed questionnaire** with the help of a digital survey. The questionnaire consists of quantitative and qualitative multiple choice questions and the respondents are asked to choose the one choice which suits them the best amongst the multiple choices.

Prerequisite to the collection of primary data is a careful scrutiny of the existing secondary data (Malhotra, 2005). The Data that is collected from existing journals, reports and statistics from private and public institutions are called Secondary data. For this specific study the collection of secondary data was done primarily from marketing journals already available on this topic. Secondary data helps the author to comprehend the perception of Indian consumers on online shopping. The study sample constituted of residents in Thiruverumbur taluk, Tiruchirappalli district, who makes online shopping. Since the study population is very large, **convenience sampling method** was used to reach the sample more easily.

SCOPE OF THE STUDY

Scope of study is a general outline of what the study (e.g. class or seminar) will cover. "Scope" defines the parameters of this can be an object, or a theory process, activity, describing either future, current or past knowledge or statements of descriptive activity, experience etc. The topic chosen for this particular study is to analyze the customer perception towards online shopping on Flipkart.com. The sample size chosen was according to the convenience and the objectives of the study. To know about various aspects of Flipkart in market, the improvements needed in case of features and process, and the effect of factors on the buying behavior of online customers. The geographical area that this study covers is Thiruverumbur Taluk, Tiruchirappalli District (India).

FINDINGS:

- There is not much difference in gender for using online shopping.
- Students and salaried persons are most frequent users of Flipkart.
- Frequency of purchase for electrical appliances, fancy items(watches, bags, etc.) and electronics are more in Flipkart.
- Word of mouth was more influential in promotion as many people were made aware by their friends and family when customers recommend this website to them.
- The services provided by Flipkart are good and even more scope of development is there for increasing the customer strength.
- Digital marketing techniques like search engine marketing, links providing other website and advertisement also functioned well for promotion of this website.
- Packaging is one of best service that Flipkart is providing.
- Different payment options available in Flipkart made customers more satisfied and comfort for paying while purchasing product.
- Customers feeling more secured when purchasing through Flipkart because of different policies and services they have.
- In comparison with competitors, Flipkart is charging free shipping for the purchase of 300 plus rupees, while others free ship the service without any barrier.
- Most of customers have good experience with Flipkart while purchasing products.
- Most of them are satisfied with the services of Flipkart and so that they succeed in retaining the customers.
- Advertising is an important way to have the brand and products familiar to consumers.
- Convenience and discounts are two important factors that customer looking for while purchasing through online.
- There is a relationship between the services offered by Flipkart and the customer satisfaction.
- There is a significant difference between the service that can be improved and the grievance return policy followed by Flipkart.

SUGGESTIONS:

- Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products. But it still needs to work on their core competence that is books and stationery items.
- Delivery services can be improved mainly in rural areas by selecting appropriate courier service which has services in customer area for dispatching an item.
- Can make free delivery to all priced products.
- Can include more coupon codes and gift vouchers for increasing the traffic of the customers.
- Critical mass of Internet users – Internet users in India is increasing at increasing rate, so Flipkart can target more & more cities i.e not only tier 1 & 2 but also tier 3 & 4 cities, which will help generate stronger customer base & more revenues.
- Logistics & Supply Chain: can continuously aim to reduce the delivery time cycle.
- Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore they need to be more competitive on that aspect.

CONCLUSION:

The thorough study is based on the consumer behaviour analysis which serves a great idea regarding consumer perception when they go for online shopping. In order to satisfy themselves consumer perceive many things before buying products and they will be satisfied if the company meet their expectation.

The Overall Brand Value of Flipkart is good, but it is facing some tough competition from its global competitors like Snapdeal and Amazon. Talking about domestic market i.e India, it is the most superior E-business portal which is aggressively expanding & planting its roots deep into the Indian market & at the same time shifting the mind-set of the people from going & shopping from physical store to online stores, which is magnificent!.

Be very focused on consumers and build amazing experiences for the customers.

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