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# CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH REFERENCE TO FLIPKART IN VANDAVASI TOWN

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## Introduction

Internet is changing the way consumers shop and buy goods Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Any 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 Many experts are optimistic about the prospect of online business, Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on.

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds. if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side(store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles, second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection

through the menu and the database of all the products are updated at the end of each transaction Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

Online shopping is the biggest part of customer attraction as well as customer satisfaction. In today's technology environment, most businesses rely on internet purchasing to both please their consumers and attract new ones. The effects of online shopping on improving customer satisfaction are the subject of this study report. The study also sought to determine the effects of online shopping on improving customer satisfaction in retail establishments. The research tasks entailed an ethical construction of a questionnaire keeping in view the research topic and tasks at hand.

The construction of the survey was done keeping multiple touch points in consideration. Extensive research was done to identify the most prominent issues in the realm of online shopping. The survey was constructed based on these observations and was then circulated to a group of 125 respondents of varying ages, genders, and from different physical locations. Like scales were used to gather experience-based data from all respondents.

After being working on the research, we have come to learn that customer satisfaction plays a vital role in how the choices of people to shop online. Websites offering online shopping must have good customer services and user-friendly applications or websites to be easily accessible to the public and therefore making them prefer online shopping over in-person shopping. The study also revealed that online shopping has a variety of consequences (age and gender) and according to the analysis, online shopping assists in good quality, access, and comfort. Resulting in increased customer satisfaction.

1. Delightful Service.
2. Efficiency.
3. Best Value.
4. Quality.
5. Customer Satisfaction.
6. On-time Delivery.

**Litreture Review**

MS.S. Subhashree (2009): -The Author found in the study suggests that the Flipkart has to improve better service to the customer, reduces delivery time and charges and improve proper security and transaction. The business activity to satisfy the consumer needs. The modern marketing leads to evolution of e- commerce business technology.

Rajiv Kaushik, Ashutosh Nigam (2011): -The Author found in study that the case of life and death in the spite of high awareness it is difficult to change the behavior of the consumer by using marketing techniques. This are some factors which are helpful in converting into customer like by training to salesperson, purchase marketing, and emotional connection with the product, by provide value for money to consumer, right product for customer demand, making people infectious about brand.

Dr .Arpana D (2011): -The Author found in the studies that the internet has impelled in changes attitude and behavior of customer all over the world. Consumer shopping habits have been changed over last year thanks to the explosion of E-Commerce. While shopping in store was at one time the dominating type of shop, 6 – 8 % of user in the India shopped online. Customer does no longer have to go outside for shopping.

E- Commerce has shopping experience to customer like computers, mobile devices, fully change the habit of customer, Rise in standard of leaving, and awareness of internet. The Purchasing behavior of the customer in retail shop it is very important to analyze the customer psychology; Factors influence a customer for buying certain products. The most effective ways that E- Commerce that has changed Consumer Shopping Habits.

M. Maheshwari and A. Rahamathunisa (2010): -The Author found in the study that online shopping has a play very vital role in this 21st century as most of the person is busy with their daily work in life. In this situation the online shopping is most conspicuous way to purchase daily needs and wants, home appliances, warranties consumer decided to buy product through internet. The objective are to examine about the profile of Flipkart, find the factors influencing the buying behavior towards online shopping to offer findings and suggestion on the basis of search the product.

**Objectives of Study**

This study helps to find out what are the main factors affect the online consumer when considering and making a purchase over Internet.

1. To know customer's thought & perception about Online shopping.
2. To determine the attractive promotional activities help, to make the final buying decision of customers towards online shopping.
3. To know the factors which affect decision making process of customer while purchasing the online shopping's products.
4. To spread awareness about online shopping even in the untouched niche in the market through marketing activities.

**Limitation of the Study**

The service is not up to the mark in villages when compared to the urban areas. Sometimes they take a lot of time to deliver products in rural areas.

1. The minimum order for free home delivery has recently been raised to 1000/-. Some sites, on the other hand, are doing it for a lot less.
2. They only deliver goods within India; there is no service available outside of India, even if you pay a premium. The service is also unavailable in some parts of India.
3. Customers are also surprised when products are shipped but the packages are empty. The customer's services do not respond properly to this
4. Considered flipkart monthly rest of the online shopping platform was ignoring.
5. Study area is vandavasi town only.

**Statement of Problem**

1. Issues relating to product quality.
2. Logistics-related problems.
3. Payment issues.
4. Hidden costs.
5. Ambiguous Website Policies.

**Research Methodology:** Methodology Used For Data Collection
**Tools Used:** Simples Percentage Analysis is used in this study.
**Primary Sources:** The primary data is collected by approaching the individuals with a Questionnaire and was filled after making them understand the use of the information. This was done to make sure that the information provided is true and unbiased.

**Secondary Sources:** Secondary research is a means to reprocess and reuse collected information as an indication for betterments of the service or product.

1. Newspapers.
2. Magazines.
3. Websites.

Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

**Findings of the study**

1. Majority of respondents (61.6%) are male, purchasing products through flipkart compare to female.
2. Agw group of 18 years – 30 years are majority in purchasing products in flipkart.
3. As Far as flipkart is concerned students (72%) are majority of customer.
4. As far as vandavasi town is concerned Rs 20,000- Rs-30000 income groups are mostly using flipkart compared to other income groups.
5. 62.4% of respondents using flipkart more than a year.
6. 34.4% of respondents are purchasing accessories and followed 25.6% of respondents are purchasing mobile and tablet.
7. Most of the respondents (34.4%) are purchasing the products in flipkart for branded and innovations.
8. 65% of respondents responded has not faced any kind of problems, only 16.08% respondents fear of quality of product by flipkart.
9. 57.6% respondents purchase products through flipkart by cash on delivery.
10. 56% of respondents purchase the product through flipkart for price of the product.
11. 80 % of the respondents enjoying competitive prices compare than other market.
12. 48% of respondents responded using flipkart for convenience time saving.
13. 52% respondents satisfied with flipkart shopping.
14. 48% respondents influenced by social media with regard to flipkart shopping.

**Suggestions**

1. The Flip kart will provide the different design of product variety can improve the customer and can easily satisfy customer.
2. It should make free delivery to all product of the flipkart.
3. If any provide get out of stock it be should be available as soon as possible.
4. It can include more coupons and vouchers to attract the customer of flipkart.
5. The Flipkart should provide the fast delivery to its logistic.

**Conclusions**

The study shows that the flipkart is performing well number of customer is increasing of day to day. Flipkart has taken decision to improve the quality of product and also improve delivery on time, most of the customer has aware above product Online Shopping is best instead comparing between with offline shopping. Most of them are completely aware of flipkart online shopping. Increasing awareness towards use of internet satisfaction online shopping is a rise of standard of living; occupation and friends are attractive towards offers and low price of product on flipkart. Customers are satisfied with the service provided by flipkart.

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