*PROJECT REPORT*

***(Submitted for the Degree of B.Com Honours in Accounting & Finance under the University of Calcutta)***

***A STUDY ON CUSTOMER PREFERENCES TOWARDS ONLINE SHOPPING FROM FLIPKART***

***Submitted by***

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***ANNEXURE-I***

### ***Supervisor’s Certificate***

***This is to certify that Ms. Ratri Adhikary, a student of B. Com Honours in Accounting and Finance of Bangabasi Morning College under the University of Calcutta has worked under my supervision and guidance for her project work and prepared the project report with the title:***

***A STUDY ON CUSTOMER PREFERENCES TOWARDS ONLINE SHOPPING FROM FLIPKART The project report, which she is submitting is her genuine and original work to the best of knowledge.***

Place:

**Date :**

#### Signature:

**Name : Dr. Moumita Sarkar (Samanta)**

**Designation: Assistant Professor**

**Name of the college : Bangabasi Morning College**

***ANNEXURE-II***

### ***Student’s Declaration***

***I hereby declare that the project work with the title – A STUDY ON CUSTOMER PREFERENCES TOWARDS ONLINE SHOPPING FROM FLIPKART submitted by me for the partial fulfilment of the degree of B.Com. Honours in Accounting and Finance under the University of Calcutta is my original project and has not been submitted earlier to any other University/Institution for the fulfillment of the requirement for any course of study.***

***I also declare that no chapter of this manuscript in whole or part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature has been used for this report has been duty acknowledged providing details of such literature in the reference***

***Place: Kolkata Date:***

***Signature:***

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### ***ACKNOWLEDGEMENT***

***This project has been prepared precisely by knowing and studying each and every segment connected with it. It would not have been prepared without the help of my respected teachers, parents and well-wishers. I sincerely acknowledge their endeavour and support. I also want to say that before starting of the project there were many aspects which I could not understand and thought from where to start.***

***My special thanks go to Dr. Moumita Sarkar (Samanta) who has guided and helped me a lot in preparing the project and overcoming this problem. I thank her and all my teachers of Department of Commerce for showing their kindness and guidance.***

***My sincere thanks to Principal of Bangabasi Morning College, for giving me this opportunity to carry out the project.***

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***CHAPTER 1: INTRODUCTION***

## Introduction

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time. It is one of the commonly used mediums for convenient shopping. Online shopping trend is becoming more popular with each passing day.

Hundreds of websites and applications are being created and deployed every year to cater this rising demand of comfortable shopping trends.

An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and- mortar retailer or in a shopping center. The process is called, Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business- to- Business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features andprices.

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-retailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web.

## Background of the Study

The purpose of this chapter is to aim at providing background information about online shopping.

Online shopping is becoming a suitable way to make all the purchases, whether at home in office, or in a different country. This is especially true for developed countries, where every store has its website we can buy from. We can easily convey about the promotions like cash on delivery and special discounts on online purchases. This trend to shop online with the comfort of our own couch has recently been taken up in the Asian region as well, especially in India. India seems to have adopted the trend much faster. It has multiple fashion, furniture and food websites, along with the commonly known companies, such as Flipkart, Amazon and Ebay.

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals that are looking for other amazing alternatives shopping and online shipping is just the fix for that.

There are many advantages of online shopping; this is the reason why online stores are a booming business today. Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries. Listed below are several online shopping advantages and these are the following.

## Need for the Study

The need of this research is to identify and get insight into what main factors the online consumers take into consideration when he buys on internet what effects his behavior. Basic need of this research is to find out are the main factors that affect the consumers when they consider and make a purchase over internet.

## Literature Review

**R.A. Bauer (1960)** introduced the concept of “perceived risk” within the sub discipline of consumer behavior. He suggested that “Consumer Behavior involves risk in the sense that any action of a consumer will produce consequences that he cannot anticipate with anything approximating certainty, and some of which are likely to be unpleasant.

**Bagozzi (1974)** in his study reveals that E-shopping behavior is a complicated decision process. First, consumers make a shopping decision based on their family needs, budget limitations, and other constraints impinging on them. Accordingly, they are likely to minimize transaction costs and maximize compatibility with needs. Second, e- shopping behavior is a social influence process and it is affected by social influence (e.g., social norms), vendor and consumer characteristics, and third parties (e.g. competitive offerings).

**Anastasi (1982)** studied on the Role of Cultural values on online business: An empirical study and the study found that as the importance of online businesses increases, cultural differences should be considered accordingly in online business. With the issue

of cultural differences represented that cultural differences may impact consumer behavior, and consumers from different cultural backgrounds may evaluate and perceive the same situation differently from online shopping.

**Sheth (1983)** also suggested that the consumers have two types of motives while shopping, which are functional and non-functional. The functional motives are mostly about the time, shopping place and consumer„ s needs, which could be like one-stop shopping to save time, the environmental of shopping place such as free parking place, lower cost of products and 84 available to choose from widely range of products.

## Objectives of the Study

Following are the objectives of the study:

* To explore the awareness of customers about online business of Flipkart.
* To analyze the Customer Feedback of Flipkart over other available online retail stores in India.
* To find out the mode by which the customer became aware of Flipkart
* To reveal the preferences and satisfaction level of the consumers.

## Methodology

##### Research Design and Area of Study

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 a number of individual studies, thereby, increasing the overall sample size and the ability of the researcher to study effects of interest. **Statement of the Problem** The study is being conducted for Online Shopping in **Rajabazar area of Kolkata City** only, 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).

## Scope of the Study

* Finding out the perception of the customers about Flipkart.
* Finding out the strengths and weaknesses of Flipkart.
* Finding the number of future purchases.
* Finding the customer’s satisfaction and their means of awareness for Flipkart.

## Data Collection Method

#### Primary Data

Primary data was collected through the survey method (questionnaire observation) from the respondents.

The questionnaire aimed at studying the costumers‟ preference and feedback for the online shopping site, flipkart.

#### Secondary Data

Secondary data was collected thorough various books, articles and websites available on the internet.

## Sample

#### Sample size:

For the research the sample size of**:**

* 50 respondents were taken out of which 100% of the populations are frequent users of online shopping.
* The geographical area is limited within an area of Rajabazar, Kolkata.

## Tools for collecting data

The tools used for analyzing data are rating method; graphs, pie charts etc.

Questionnaire is distributed to the individual respondents and special care has been taken to make him/her feel comfortable so that, he/she could answer all the questions. This method is followed to get unbiased answers.

## Techniques of analyzing data

The data collected from the customer are transcribed to the worksheet in the form of bars graphs and analyzed by statistical tools by drawing tables and graphs, inferences were drawn on a marketing concept and conversation. Based on the marketing concepts findings of the research were driven and recommendations are made.

## Limitation of the Study

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. Some limitations, which have been drawn during the of the study, are listed below

#### The sampling frame to conduct the study has been restricted to area near Rajabazar, Kolkata.

* Respondents show reluctance towards giving correct information.
* Findingsofthestudyarebasedontheassumptionthatrespondentshavedisclosed

 in the questionnaire.

* Time was a major constraint.
	+ - 1. ***Chapter planning***

This project covers 4 chapters

In introduction chapter I have mentioned a brief review of literature, objectives of the study & methodology of the study.

In second chapter, conceptual framework and a brief idea about “online shopping-a case study of “Flipkart” has been covered.

In third chapter, Presentation and analysis on the basis of data that has been collected from the 50 people for the purpose of the study.

In the last chapter final conclusion has been done and some suitable recommendation has also been done.

***CHAPTER – 2 : CONCEPTUAL FRAMEWORK***

## A case study onFlipkart

**Flipkart** is an electronic commerce company headquartered in Bengaluru, India. It was founded in October 2007 by Sachin Bansal and Binny Bansal. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USB flash drives, and laptop bags as of April, 2017. The company was valued at $11.6 billion.



## History

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of technology Delhi. They worked for Amazon.com and left it to create a new company incorporated in October, 2007 as Flipkart Online Service Pvt. Ltd. Flipkart started the journey by selling books and popularized the idea of selling books online in India. Flipkart now employs more than 33000 people.

In October and November 2011, Flipkart acquired the websites Mime360.com

and Chakpak.com. Later, in February 2012, the company revealed its new Flyte Digital Music Store. Flyte, a legal music download service in the vein of iTunes and Amazon.com,

offered DRM-free MP3 downloads. But it was shut down on 17 June 2013 as paid song downloads did not get popular in India due to the advent of free music streamingsites.

After its 2014 Big Billion Sale, Flipkart carried out a second Big Billion Sale, Where it is reported that they saw a business turnover of $300 million in gross merchandise volume.

In 2015, Flipkart bought a minority stake in navigation and route optimization startup MapmyIndia to help improve its delivery using Map my India assets.

On 4 May 2018, it was reported that the US retail chain Walmarthad won a bidding war with Amazon to acquire a majority stake in Flipkart for US$15 billion. On 9 May

2018, Walmart officially announced its intent to acquire a 77% controlling stake in Flipkart for US$16 billion, subject to regulatory approval. Following the proposed purchase, Flipkart founder Sachin Bansal will leave the company, while the remaining management will report to Marc Lore, CEO of Walmart E-Commerce US.

## Details about Flipkart

* **Type of business:** Private
* **Founded:** 2007 (11 years ago)
* **Owner:** Walmart (77%)
* **Founder:** Sachin Bansal and Binny Bansal
* **Headquarter:** Bengaluru, Karnataka, India
* **Key people:** Kalyan Krishnamurthy(CEO)
* **Service:** E-commerce (Online Shopping)
* **Revenue:**₹199 billion (US$2.8 billion) (2017)
* **No of employees:** 33000(2016)
* **Subsidiaries:** Myntra, jabong.com, ebay.in, PhonePe, Ekart, Jeeves,2GUD
* **Slogan:** 'Ab Har Wish Hogi Poori'
* **Website:**[www.flipkart.com](http://www.flipkart.com/)

## Acquisitions

* ***2010: WeRead.com:*** WeRead.com was the first startup acquired byFlipkart.
* ***2011: MIME360:*** MIME (Manoramic International Media Exchange)360 was a Mumbai based digital media distribution firm. This takeover enabled Flipkart to get hold of a robust infrastructure for digital distribution technologyplatform.
* ***2011: Chakpak.com:*** The acquisition of Chakpak.com allowed Flipkart to offer editorial and user-generated content for a huge array of Indianmovies.
* ***2012: Letsbuy.com:*** Flipkart bought Letsbuy.com in a cash-and-equity deal valued around $25million.
* ***2014: Myntra.com:*** In order to combat Amazon and rival Snapchat, Flipkart acquired Myntra.com at a valuation of approximately $370 million. To date it remains one of Flipkart’s biggestacquisitions.
* ***2016: PhonePe:*** This acquisition is expected to drive Flipkart’s focus on innovation on the payments front. While PhonePe would function as an independent business unit, its team has joined Flipkart.

## Flipkart Success Story

It was a humble beginning for two former software developers for Amazon.com who set out in 2007 to beat their one-time employer at its own game long before Amazon entered India. The firm's success mantra: employing technology for speedy and accurate delivery to customers. The duo initially did everything, from programming, forging supplier relationships and book procurement to logistics, packing and shipping. “It was a minimal start and a case of figuring out things as they came,” Sachin recalls. “We started earning customer goodwill, and what followed was phenomenal word-of-mouth publicity. We became profitable in six months.”

In 2007, Flipkart started by offering 50,000 titles. Today, it offers four million. It has 500,000 registered users, and has sold 750,000 books so far. The discounts and free shipping are possible because of sales volumes and low overheads like rent — all of which we are passing on to the customer.” The cash-on-delivery (COD) scheme for those who hesitate to pay online owing to security fears now brings in 30% of the revenue.

Flipkart also continually tweaks its website, for that is where customer satisfaction

first meets the technology. When we browse the website, add items to the shopping cart, and confirm our order, we trigger Flipkart's automated communication system. It reads our postal address code and routes the purchase order to one of the company's four warehouses — in Mumbai, Delhi, Kolkata and Bangalore. If the book is not in stock, the nearest supplier is automatically queried. When the book is available, it is packed and picked up by a courier company within four to 24 hours. The book arrives at your

address within one to three days. According to Sachin Bansal, the company is “aiming at 24- hour delivery of most books because that's what the customer seeks. In the future, a customer can order a book in the morning and get it byevening.

## Factors that led to the grand success of Flipkart

1. They always strove to provide great customer service. Flipkart customers are happier than with some of their competitors like Tradus.in and Indiaplaza.com.
2. Their website is great, easy to use, easy to browse through the products, add products to wish list or to a cart, get product reviews and opinions, pre-order products, make payments using different methods, in short hassle- free and convenient.
3. A very important point is that they introduced the option of cash on delivery and card on delivery, this way people demonstrated more confidence in buying products. An interesting is that fact, today Flipkart sells 20products/min and has a massive customer base still more than 60% of the Flipkart's customers use Cash on Delivery and card on delivery methods.
4. Flipkart's reason of success is that it has a great customer retention rate, it has around 15 lac individual customers and more than 70% customers are repeat customers i.e. they shop various times each year. The company targets to have a customer base of 1crore by 2015.

## Flipkart Marketing Strategy

Flipkart has been mostly marketed by word of mouth advertising. Customer satisfaction has been their best marketing medium. Flipkart very wisely used SEO (Search Engine Optimization) and Google Ad-words as the marketing tools to have a far reach in the online world. Flipkart.com official Facebook page has close to 92 lac 'likes'.

Flipkart recently launched a series of 3 ads with the tag line - "No Kidding No worries". Kids were used to create the adverts to send out the message - if a kid can do it, you can also do it. The message is very clear to make people more comfortable with Flipkart, to generate a great customer relationship and loyalty on the basis of great product prices and excellent customer service. All in all to create a great customer experience.

## Awards and Recognition

* In April 2016, Sachin Bansal and Binny Bansal were named to *Time* magazine's list of The 100 Most Influential People.
* In September 2015, the two founders entered Forbes India Rich List debuting at the 86th position with a net worth of $1.3 billion each.
* Sachin Bansal was awarded Entrepreneur of the Year 2012–2013 from *The Economic Times*, a leading Indian economic daily newspaper.
* Flipkart.com was honoured as the Young Turk of the Year at CNBC TV 18's"India Business Leader Awards 2012"(IBLA).

## Future Road Map

Going forward electronics will be given more focus. Flipkart has recently added a string of electronic items like calculators, water purifiers, microwave ovens, washing machines, dish washers, vacuum cleaners etc.

Flipkart has opened a music store which sells CD's and DVD's of movies' music releases and music albums. Flipkart has also acquired Bollywood movie content from Chakpak. Since digital media in going to rise in near future, Flipkart is geared up for the same. Soon it will start offering digital content like movies and songs online, as in the customers can pay and stream online digital content. Flipkart will also provide e- books very soon.

***CHAPTER-3 : PRESENTATION, DATA ANALYSIS & FINDINGS***

## Presentation, Data Analysis andFindings

This chapter aims to obtain the objective of the study by critically analyzing the data through thoroughly examining the respondents. It also includes summary of findings. All this has been achieved through evaluating the most relevant responses by theparticipants.

Thus, the rationale of this analysis is based on personal answers provided by the respondents.

## Presentation & Data Analysis

In this study, i have used an appropriately designed questionnaire to collect the primary data. The data for the 50 respondents has been

 considered and organized with the help of tables and charts in order to assess the customer perception towards Online Shopping on flipkart.com

## Customer analysis:

#### Gender of respondents:

|  |  |  |  |
| --- | --- | --- | --- |
| ***Gender*** | ***Male*** | ***Female*** | ***Total*** |
| ***No. of respondents*** | 32 | 18 | 50 |
| ***Percentage (%)*** | 64% | 36% | 100% |

***Source: - primary data***

***Gender of Respondents***

36%

64%

Male

Female

**Interpretation:** According to above table and graph 64% male and 36% female of the respondents are part of my study and they helped me a lot to fulfill questionnaire.

##### Age group of respondents:

***Age Group of Respondents***

15-25 25-35 35-45 45 &Above

2%

14%

24%

60%

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| ***Age Group*** | ***15-25*** | ***25-35*** | ***35-45*** | ***45 & Above*** | ***Total*** |
| ***No. of respondents*** | 30 | 12 | 7 | 1 | 50 |
| ***Percentage (%)*** | 60% | 24% | 14% | 2% | 100% |

**Interpretation:** The shown above indicate that 60% of respondents are between 15-25, 24% of respondents are between 25-35, 14% of respondents are between 35-45 & 2% of respondents are 45 and above age.

##### Educational Qualification of Respondents:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| ***Qualification*** | ***Under Graduate*** | ***Post Graduate*** | ***Others*** | ***Total*** |
| ***No. of Respondents*** | 29 | 17 | 4 | 50 |
| ***Percentage (%)*** | 58% | 34% | 8% | 100% |
|  | ***Educational Qualification of Respondents***UnderGraduate PostGraduate Others8%34%58% |  |

**Interpretation:** The figures indicate that 58% of respondents are under graduates, 34% of respondents are post graduates and 8% of respondents belong to others category.

## Questionnaire analysis:

##### Have you ever used online shopping?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Yes*** | 32 | 18 | 50 |
| ***No*** | 0 | 0 | 0 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

35

30

25

20

15

10

5

0

32

18

Male Female

Yes No

**Interpretation:** According to the survey 32 males and 18 females out of 50 respondents, have used online shopping. The reason behind choosing online shopping is saving time, home delivery facility, conveniences etc.

##### What were your reasons for choosing online shopping?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Convenience*** | 7 | 6 | 13 |
| ***Home Delivery*** | 10 | 4 | 14 |
| ***Time Saving*** | 11 | 5 | 16 |
| ***Others*** | 4 | 3 | 7 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

12

10

8

6

Male

Female

4

2

0

Convenience Home Delivery Time Saving

Others

**Interpretation:** In the second question 7 out of 32 males and 6 out of 18 females use online shopping for convenience,10 out of 32 males and 4 out of 18 females for home delivery,11 out of 32 males and 5 out of 18 females for saving time and therest

for other reason. It is seen that 32 % people using online shopping for saving time facility**.**as we know that people are very busy in their lives and the home delivery facility saves time, conveniences, makes us free from carrying packets, bags etc. and also reduces our physical labour.

##### How did you know about online shopping?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***T.V or Radio*** | 7 | 8 | 15 |
| ***Advertisement, Print Media*** | 11 | 4 | 15 |
| ***Friends or Colleagues*** | 9 | 5 | 14 |
| ***Others*** | 5 | 1 | 6 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

16

14

12

10

8

6

4

2

0

T.VorRadio Advertisement,

Print Media

Friends or

Colleagues

Others

Male Female

**Interpretation**: The third question says that 7 out of 32 males and 8 out of 18 females has got knowledge about online shopping through T.V or Radio, 11 out of 32 males and 4 out of 18 females from Advertisement, 9 out of 32 males and 5 out of 18 females from friends and relatives and the rest from other sources. It is seen that most of the people have known about online shopping of clothes through advertisement. Different posters are hanged on streets about advertisement of clothes purchasing apps like Myntra, Snapdeal, Jabong, Peter England etc.

##### How often do you use online shopping?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Weekly*** | 3 | 3 | 6 |
| ***Monthly*** | 13 | 7 | 20 |
| ***Occasionally*** | 16 | 8 | 24 |
| ***Never*** | 0 | 0 | 0 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

16

14

12

10

8

6

4

2

Male

 Female

0

Weekly Monthly Occasionally Never

**Interpretation:** The fourth question reveals that 3 out of 32 males and 3 out

of 18 females use online shopping for clothes weekly, 13 out of 32 males and 7 out of 18 females use monthly,16 out of 32 males and 8 out of 18 females use occasionally and rest never use online shopping for clothes. Most of the people use online shopping for clothes occasionally.

##### Which product you do buy mostly on flipkart?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Electronics Goods*** | 8 | 3 | 11 |
| ***Clothes*** | 12 | 9 | 21 |
| ***Antiques*** | 8 | 3 | 11 |
| ***Others*** | 4 | 3 | 7 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

12

10

8

6

Male

Female

4

2

0

Electronic

Goods

Clothes

Antiques

Others

**Interpretation:** According to fifth question 8 out of 32 males and 3 out of 18 females purchase electronic goods, 12 out of 32 males and 9 out of 18 females purchases clothes 8 out of 32 males and 3 out 18 females purchase antiques an, 4 out of 32 males

and 3 out of 18 females purchase other things from online shopping.

42% of people are using online shopping for purchasing clothes. People are happy with this advanced technology and giving good response, as it reduces our trying of

clothes problem, traffic problem, bargaining, carrying packets of clothes etc.

##### Have you ever paid for your online shopping through online banking?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Yes*** | 16 | 12 | 28 |
| ***No*** | 16 | 6 | 22 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

|  |
| --- |
|  |
|  |  |  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |  |
|  |  |  |
|  |  |  |

**Interpretation**: The sixth question says that 16 out of 32 males and 12 out

18

16

14

12

10

8

6

4

2

0

Male

Female

Yes No

of 18 females have paid the bill for online shopping through online banking. But 16 out of 32 males and 6 out of 18 females have never paid for the said purposes. Most of the people pay bill online because it may be the case when the person who orders will not be present at home at the time of receiving item, in this situation ,if bill had already been paid any family member can receive the box.

##### Which online shopping app do you prefer most?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Flipkart*** | 11 | 7 | 18 |
| ***Amazon*** | 12 | 8 | 20 |
| ***Snapdeal*** | 6 | 2 | 8 |
| ***Myntra*** | 3 | 1 | 4 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

14

12

10

8

6

Male

Female

4

2

0

Flipkart Amazon Snapdeal Myntra

**Interpretation:** According to seventh question 11 out of 32 males and 7 out

of 18 females prefer flipkart for online shopping, 12 out of 32 males and 8 out of 18 females prefer amazon for online shopping, 6 out of 32 males and 2 out of 18 females prefer Snapdeal for online shopping and rest prefer Myntra for online shopping.

##### Why would you prefer Flipkart?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Huge Discount*** | 4 | 3 | 7 |
| ***Best Quality*** | 8 | 4 | 12 |
| ***Fast Service*** | 12 | 5 | 17 |
| ***Goodwill*** | 8 | 6 | 14 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

12

10

8

6

4

2

0

Male

Female

Huge

Discount

Female

Male

Best

Quality

Fast

Service

Goodwill

**Interpretation**: According to this question 4 out of 32 males and 3 out of

18 females prefer flipkart for huge discount, 8 out of 32 males and 4 out of 18 females prefer it for best quality, 12 out of 32 males and 5 out of 18 females prefer it for fast services and rest for goodwill.

##### Which site or app you prefer after flipkart?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Shopclues*** | 8 | 5 | 13 |
| ***Myntra*** | 8 | 4 | 12 |
| ***Amazon*** | 10 | 5 | 15 |
| ***Snapdeal*** | 6 | 4 | 10 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

12

10

8

6

4

2

0

Male

Female

Shopclues Myntra Amazon Snapdeal

**Interpretation:**-According to survey 8 out of 32 males and 5 out of 18 females prefer flipkart, 8 out of 32 males and 4 out of 18 females use myntra, 10 out of 32 males and 5 out of 18 females use amazon and rest use snapdeal for purchasing clothes. 30% people prefer amazon for purchasing anything through online. It gives very fastserviceandhugediscountonclothes.Peoplehavenottofaceanyissueincaseof

exchange problem.

##### Has online shopping made life easier?

|  |  |  |  |
| --- | --- | --- | --- |
| ***Options*** | ***Male*** | ***Female*** | ***Total*** |
| ***Yes*** | 24 | 15 | 39 |
| ***No*** | 8 | 3 | 11 |
| ***Total*** | 32 | 18 | 50 |

***SOURCE: Primary Data***

30

25

20

15

Male

Female

10

5

0

Yes

No

**Interpretation:** The last question clears the fact whether online shopping has made life easier or not. 24 out of 32 males and 15 out of 18 males agree that online shopping has made life easier but 8 out of 32 males and 3 out of 18 females disagree.

## Findings

#### The following are the major findings of the study:

1. 90% of respondents feel safe in online shopping. They have no fear and have started shopping online while still 10% are hesitant of shopping online they are the late majority type of customers who adopt the technology and advance mentinlater stage.
2. 85% of respondents prefer online shopping as they get variety of products of good quality at one place while remaining respondents prefer shopping in stores through which they get opportunity to physically observe the products and then buy it.
3. 80% of the respondents said that they have excellent first time experience with flipkart while 15 % said they have overall good and remaining said that they have average experience while shopping first time with flipkart.
4. A majority of respondents had an amazing first experience with the site and prefer flipkart over its competitors due to the quick services, wide variety, safety reasons, cash on delivery facility, low prices and most importantly being an Indian venture which has wide availability of products.
5. Respondents are satisfied by the business model of flipkart as it is a very systematic organization.
6. Flipkart is a very price efficient company because it offers the products directly from the manufacture and eliminates the profit margin of the mediators‟ Products at prices lower than the market price.
7. The respondents are very satisfied with the homogeneous list and options flipkart offers to its customers.
8. More than 50% of the consumers feel that products from flipkart are of excellent quality, durable and worth the cost.
9. Flipkart is a consumer friendly site and offers special after sale services which includes replacement of goods in 7days.

## CONCLUSION AND RECOMMENDATIONS

1. ***Conclusion and recommendation***

This chapter is to express the conclusion and recommendations of the study based on statistical tools are applied to analyze the data. It includes the result of each and every tables and tests

## Conclusion

Online shopping is the new mantra of this age and the people of India are applying this in their lives to a great extent nowadays. As we progress further, the growth rate of online marketing in our country will leap to the stars. According to a research report — “India’s Internet base, is already the third highest in the world after China and the US, is growing by nearly 40% every year”. Hence, the rise of online shopping in the Indian subcontinent has been meteoric in the recent years. The number of shopping

websites has increased and so has the total number of persons who prefer shopping online.

At the end it can be said that Flipkart has become the fate of online business in India. The company is currently valued at around 11.6 billion dollars. More importantly Flipkart has ushered in the e-commerce era in India. This has generated massive interest in e-commerce sector; people are opening websites to sell anything from shoes to apparels to jewels to baby care products etc. This has helped in creating a lot of job opportunities and thus helps the Indian Inc. growth story as well.

## Recommendations

1. As still in India, a large segment of population is untapped regarding the online shopping the available online shopping stores can widen their market by getting into expansion strategies.
2. According to respondents, if the company improves promotion activities in order to get more consumers like through pamphlets, news, especially to rural areas because nowadays companies are targeting them more.
3. There is also need to remove the fear in the minds of the customers regarding the product quality, durability and payments etc. in online shopping.
4. Wide expansion of internet facilities in rural areas can bring the more customers for the online shopping sites.
5. Through prompt service, wide variety and easy accessibility even consumers from the remote areas can be tapped.
6. As 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 has will help a lot of traditional consumers turn to online shopping.
7. India’s e-commerce companies have far too often concentrated on the bells and whistles instead of focusing on deploying and customizing technology to serve customer needs.

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# Questionnaire

**PART A**

NAME: -

AGE: -

GENDER: -

QUALIFICATION: -

OCCUPATION: -

CONTACT NO.: -

E-mailID: -

**PART B**

1. Have you ever used online shopping?

A. Yes B. No

1. What were your reasons for choosing online shopping?

A. Convenience B. Time Saving C. Home Delivery D. Others

1. How did you know about online shopping?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| A. | T.V or Radio | B. | Advertisement , PrintMedia | C. | Friends or Colleagues |
| D. | Others |  |  |  |  |

1. How often do you use online shopping?
	1. Weekly B. Monthly C. Occasionally D. Never
2. Which product do you buy mostly from Flipkart?
	1. Electronics goods B. Clothes C. Cosmetics D. Other
3. Have you ever paid for your Online Shopping through Online banking?

A. Yes B. No

1. Which online shopping app do you prefer most?
	1. Flipkart B. Amazon C. Snapdeal D. Myntra
2. Why would you prefer Flipkart?
	1. Huge Discount B. Best Quality C. Fast services D. Goodwill
3. Which site or apps you prefer after flipkart?
	1. Shopclues B. Myntra C. Amazon D. Snapdeal
4. Has online shopping made lifeeasier? A.Yes B. No