

MINOR PROJECT SUBMITTED TOWARDS THE PARTIAL FULFILLMENT OF

**BACHELOR OF COMMERCE (HONS)**



MINOR PROJECT REPORT

ON

**Consumer Loyalty of FLIPKART**

**Batch 2017-2020**

Submitted by

Project Guided

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## **DECLARATION**

I hereby declare that the following document Project report titled “**Customer loyalty of FLIPKART**” is an original and authentic work done by me for the partial fulfillment of **Bachelor of Commerce (H)** degree program.

I hereby certify that all the Endeavour put in the fulfillment of the task are genuine and original to the best of my knowledge & I have not submitted it earlier elsewhere.

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# **CERTIFICATE**

## **TO WHOM SO EVER IT MAY CONCERN**

This is to certify that the project work “**Customer loyalty of FLIPKART**” made by “**Rohit Bansal, B.com (H)**” is an authentic work carried out by him under guidance and supervision of **Dr. Kanika Bankhad.**

This project report submitted has been found satisfactory for the potential fulfillment of the degree of Bachelor of Commerce (Hons.)

**Project Supervisor**

**Signature**

**Name**

## **ACKNOWLEDEMENT**

It is in particular that I am acknowledging my sincere feelings towards my mentors who graciously gave me their time and expertise.

They have provided me with the valuable guidance, sustained efforts and friendly approach. It would have been difficult to achieve the results in such a short span of time without their help

I deem it my duty to record my gratitude towards the **Project Supervisor Dr. Kanika Bankhad.** who devoted her precious time to intract, guide and gave me the right approach to accomplish the task and also helped me to enhance my knowledge and understanding of the project.

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# **CHAPTER 1**

## **INTRODUCTION**

## **BACKGROUND OF E-COMMERCE**

**E-commerce** is the activity of buying or selling online. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business.

E-commerce businesses may also employ some or all of the followings:

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling;
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes. (Wikipedia the free Emcyclopedia, 2018)

## **E – Commerce in India**

India has an internet user's base of about 450 million as of July 2017, 40% of the population. Despite being the second-largest user base in world, only behind China (650 million,



48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings. In 2015, the largest e-commerce companies in India were Flipkart, Snapdeal, Amazon India, and Paytm.

Every supplier wants to create and retain a loyal customer who engages in continued profitable business with him. Customer Loyalty is the measure of success of the supplier in retaining a long term relationship with the customer. Thus **customer loyalty is when a supplier receives the ultimate reward of his efforts in interacting with its customer**. Customer loyalty tends the customer to voluntarily choose a particular product against another for his need. The loyalty may be product specific or it may be company specific. When a loyal customer has repetitive requirement of the same product, such customers may be described as being '**brand loyal**'. On the other hand he may also require different products of the same manufacturer. That is to say he makes significant purchases direct from the same supplier and that counts as the company specific loyalty.

Loyalty also means that customer is sticking to the supplier on certain grounds though he may be having other options also. It may be possible that the supplier may not have the best product or the customer may be having some problems with the supplier in respect of his supply of the product but the customer likes to ignore other options and prefers to continue with the same supplier as the customer thinks the supplier provides him more value and benefit than others. Such loyal customers tend to spend more money buy more, buy longer and tell more people about the product or supplier. This type of long-term customer loyalty can only be created by making the customers feel that they are number one priority with the supplier.

Some customers are inherently predictable and loyal, irrespective of the supplier with which they are doing business. They simply prefer long-term relationships with him. Loyal customers are predisposed to stay with one product or supplier, resisting competitive offers and also recommend the supplier to others.

# Flipkart



In case the business is done directly the relationship is direct so also the loyalty. But if the selling is through two or more intermediaries then the loyalty has to be measured at different levels. In that case the end customer loyalty is influenced by the loyalty of the intermediate customers. Then the supplier has to focus his loyalty retention plan accordingly and has to judge and analyze the loyalties of the intermediaries. This process depends on what amount of importance he gives to each of the intermediaries and how much to the ultimate customer. But it is certain that well-managed customer retention programs are sure to give the ultimate customer loyalty.

True, the customers who are targeted by a retention program demonstrate higher loyalty to a business. Therefore such customer retention programs should include regular communication with customers, and provide them opportunities to remain active and choosing to do business with the supplier.

Loyalty is demonstrated by the actions of the customer. But it doesn't mean that the customer satisfaction level can measure his loyalty. Customer loyalty is not customer satisfaction. Customer satisfaction is the basic entry point for a good business to start with. A customer can be very satisfied with the deal and still not be loyal. On the other hand a customer may not express satisfaction but wants to remain loyal to the supplier due to some reasons which keeps him benefited from that supplier. For the same degree of satisfaction, the loyalty level may also be different for different suppliers.

On the other hand, **loyalty should not be considered as a mere attitude**. Customer loyalty should have a direct connection to a company's financial results. The supplier should be able to plan a clear and direct economic benefit of some kind, as the result of the strategies and tactics he employs to increase its customers' loyalty.

Measuring customer loyalty and developing a retention strategy are of great importance to an organization's success.

Things are easier said than done! To realize our dreams and that also in such a grand manner is really a tough task. Flipkart founders have probably conquered their dreams with an amazing success of Flipkart. It has opened up the Indian e-commerce market and that also in a big way. Sachin Bansal and Binny Bansal co-founded Flipkart in Oct 2007. They both are graduates from IIT-Delhi and had prior work experience in Amazon.com. They both wanted to open a portal compared different e-commerce websites, so they decided to give birth to their own e-commerce venture- Flipkart.com because there were hardly any such sites in India. And then was Flipkart born in Oct 2007 with an investment of 4 lakh. It was not an easy segment to break into, people were very particular in paying money for something which they had not seen and received yet. Trust was missing in Indian customers. So Flipkart had to instill trust and faith in their customers.

Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners, because foreign companies are not allowed to do multi-brand e-retailing in Indian. Flipkart sells in India through a company called WS Retail. Other third-party sellers or companies can also sell goods through the Flipkart platform.

Since books are easy to procure, Flipkart began with selling books, which were easy to pack and deliver, do not get damaged in transit and most importantly books are not very expensive. In the initial months the founder's personal cell numbers used to be the customer support numbers. So, in the beginning they tried best to provide good service, focus on the website which was easy to browse and order hassle-free and strove hard to resolve any customer issues. The company started opening its own warehouses as it started getting more investments. Today the company works with more than 500 suppliers. More than 80% orders of Flipkart are handled via warehouses which help in quick and efficient service. A soft beginning from books had now risen to products ranging from Cell phones, Laptops, Camera, games, Healthcare products, etc.

- Flipkart was founded in the year 2007 by Sachin Bansal and Binny Bansal, registered in Singapore, but has its headquarters in India Karnataka and Bangalore.
- It was born with an initial investment of 4 lakh (co-founders savings).
- The company has launched its own product range with the name "DigiFlip" with products including tablets, laptop bags and USBs.

- Flipkart is the India's leading e-commerce marketplace with more than 40 millions products across 80+categories.
- Started by a team of 2, today Flipkart is a large company with
  - 75 million registered users.
  - 10 million daily page visits
  - 85,000 sellers
  - 17 state-of-the-art warehouses
  - Technology that enables 8 million shipments.
- Sachin Bansal is the chairman of the company.
- Binny Bansal is the CEO of the company.
- It is popularly known by the website [www.flipkart.com](http://www.flipkart.com)
- Current Status of Flipkart is Online, i.e., the marketing is done online only.
- The company started with 2 employees and now it has over 25,000 employees working with it.
- The services provided are Online Shopping.
- The founders of Flipkart have probably conquered their dreams with an amazing success of Flipkart.
- Flipkart allows payment methods such as credit or debit transaction, cash on delivery, e-gift voucher, net banking and card swipe on delivery.

## **HISTORY**

Flipkart was founded on 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to create their new company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd. Flipkart started by selling books online and popularised the idea of buying books online in India. Flipkart now employs more than 33,000 people.

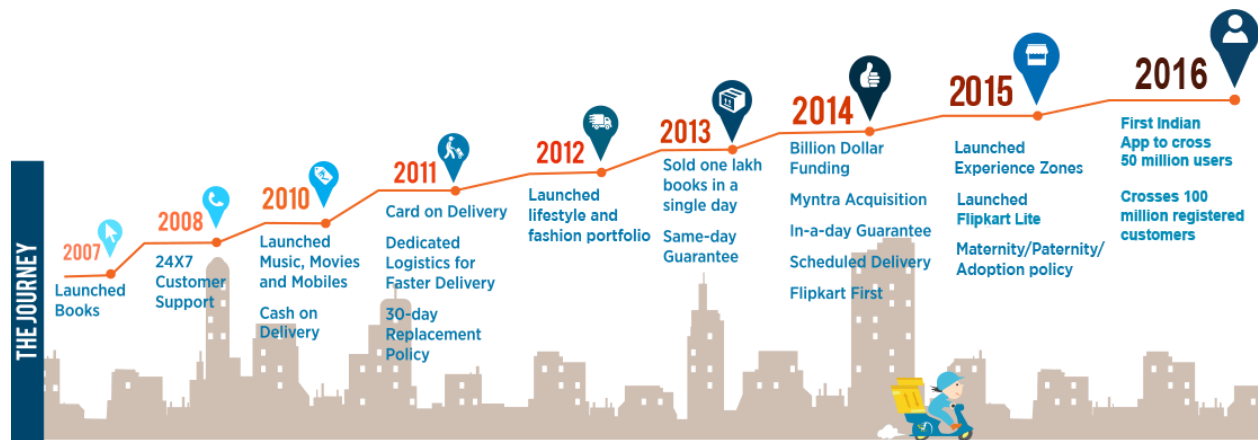
In October and November 2011, Flipkart acquired the website [Mime360.com](http://Mime360.com) and rights to digital catalogue of [Chakpak.com](http://Chakpak.com). Later, in February 2012, the company revealed its new Flyte Digital Music Store. Flyte, a legal music download service in the vein

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 streaming sites.

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.

- Earlier in 2007, when Flipkart was launched, Indian e-commerce was taking its beginner steps.
- Sachin Bansal and Binny Bansal are the Founders of Flipkart; both are alumni of the Indian Institute of Delhi.
- Both the founders have worked for Amazon and left to create their own company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd.
- The book 'Leaving Microsoft to Change the World' was the first product sold to a customer from Hyderabad.
- After the failure of its Big Billion Sale in the year 2014, it recently completed the second edition of Big Billion Sale which was held between October 13-17, it is reported that they saw a business turnover of \$3000 million gross merchandise volume.
- Flipkart raised funds through venture capital funding, in the first few years of its existence. As the company grew up in stature, more funding arrived.
- In the financial year 2008-09, Flipkart had made sales to the tune of 40 million Indian rupees and soon increased to 200 million Indian rupees in the following year.
- In the year 2014, it acquired Myntra.com in an estimated INR 2,000 crore deal.
- The Journey of Flipkart



## LITERATURE REVIEW

Examining the historical course of the studies with the subject of loyalty it is found that the researches that try to define what loyalty is have significant space. The most basic problem encountered in those studies is the failure to achieve a shared definition of loyalty because although customer loyalty may be a key variable that explains keeping the customer at hand (Wong and Zhou, 2006; Pritchard and Howard, 1997), it has been discussed in time whether loyalty is an attitude or combination of attitude and behavior.

According to the approach based on behavior, loyalty is the behavioral reaction based on prejudice as the function of psychological processes by the decision maker in the existence of one or more alternative in time (Jacoby and Keyner, 1973). Behavioral approach explained loyalty basing on the criteria including the share in consumption, consumption probability, probability to consume the product again, repeated consumption behavior, multidirectional consumption behaviors (Kumar and Shah, 2008).

According to the second approach dealt as the combination of attitude and behavior brand loyalty “is a form of repeat purchasing behavior reflecting a conscious decision to continue buying the same brand, for brand loyalty to exist, a pattern of repeat purchase must be accompanied by an underlying positive attitude towards the brand (Solomon et al., 2006). This approach does not include only the past purchasing behaviors and tendencies but also customer attitude and value systems (Sudharshan, 1995). Consequently according to this approach which was accepted in time, the customer realizes loyalty in time through repeated consumption of any

good or service when the customer has a positive attitude toward the good/service or company providing the good/service (Wong and Zhou, 2006).

In addition to the difference in description within the historical course, it is found that the manner of dealing with loyalty has changed as well. In the early time studies, (Cunningham, 1961; Tucker, 1964; Day, 1969; Jacoby and Keyner, 1973) loyalty was used as dimensioning criteria because competition is low in the period and the thought that activity would be more efficient in a market composed of loyal individuals in terms of the effectiveness of marketing activities dominates. The purpose of the studies in this period is to increase the efficiency and profitability of the activities through classification based on loyalty via more loyal customers. According to Szwarc, companies failed to understand that the new customers they obtained after 1980's particularly through price discounts are those customers existing in the market but in the recession in 1990's they tended to examine the performance of marketing and sales expenses. This tendency suggested that it was much more costly to gain new customers than to preserve the existing ones because it is quite difficult to detect the expectations and behaviors of new customers and this requires additional costs (Szwarc, 2005). This situation changed the viewpoint toward loyalty and loyalty started to be perceived by the companies and brands as a fact that should be achieved because in the existence of innovative products and increased global competition made customer loyalty a managerial struggle (Dick and Basu, 1994). Consequently not only the measurement of loyalty but also management thereof came to the agenda and the effort to search for the factors behind loyalty and achieve loyalty was based upon. Similarly Fournier and Yao (1997) mentioned about 3 phase evolution:

1. Approaches that take behavior as the basis: Approach that take the random or intended nature of repeated behaviors.
2. Studies for improving brand loyalty: Studies based on behavioral definitions for determining the reasons that could affect brand preference and purchasing and the levels of effect of the reasons. Those studies exposed to the criticism to have definitive aspects.
3. Researches with theoretical and philosophical focus: They are the studies that differ according to psychological and anthropologic/sociologic point of view and emphasize the meaning and hedonic/emotional dimensions of loyalty and concentrate on cognitive processes in order to strengthen loyalty.

The efforts to define and manage loyalty brought the fact that loyalty may arise in different forms depending on its reality to the agenda because the stipulation that every repurchasing may not be loyalty and may not guarantee the future repurchasings was achieved. One of the vanguards of grouping loyalty in this manner is Day. Day discussed loyalty in two groups, namely intentional loyalty and spurious loyalty (1969). Sheth and Park accepted loyalty as three different tendencies (emotive, evaluative and behavioral) (1974). Dick and Basu (1994) discussed loyalty in four dimensions on behavior and attitude basis. They named the situation of attitude and repurchasing behavior being high as loyalty, the situation of attitude being high and purchase repeat being low as latent loyalty, the situation of purchase behavior being high and attitude being low as spurious loyalty and the situation of attitude and repurchasing being low as no loyalty. According to Oliver (1999) loyalty arises through phases; cognitive, affective, conative and action. In the cognitive phase customer loyalty is based on the assessment of information including the price to be determined for the product/brand, qualities etc. Affective phase is created in the context of positive emotion toward the brand. In the conative phase the tendency toward the brand becomes devotion and there is the tendency to stand distant from other brands. In the action which is the last phase inertia based on the tendency to that brand started. While it is cognitive phase which is the easiest phase to reach for the enterprise the most difficult phase is action.

According to Oliver, although those phases explain loyalty it fails to define ultimate loyalty that provides purchasing the same brand in all terms and conditions. Although it has a place in the loyalty literature prior to this study of Oliver, the concept of inertia had a broader place and started to be discussed through this study. Despite the concept of inertia was suggested by Oliver as a result of action loyalty achieved, as it shall be discussed in the later sections of the theoretical framework, since the concept of inertia is not based on consciousness it started to be used as a concept that fails to reflect loyalty, that arises only depending on the conditions and that may change according to conditions.

According to Gounares and Stathakopoulos (2004) there are four types of loyalty on the basis of purchase, social effect and emotional devotion to the brand:

No Loyalty: They are those who do not purchase and while they have no interest in the brand and social effects failed to orient to the brand.



Covetous Loyalty: They do not purchase but emotional tie to the brand is high and this tie was created by the social environment.

Inertia Loyalty: They have a tendency toward the brand for habit, convenience or any other reason without emotional tie with the brand and social effect. The customers having this nature of loyalty can make a systematic selection among other brands but while this selection has low level of emotional involvement and personal investment there is no devotion to the brand.

Premium Loyalty: If the emotional tie and social effect is high while the customer purchases at high level it is loyalty.

According to Rowley customers may demonstrate their loyalty in any one of a number of ways; they may choose to stay with a provider, whether this continuance is defined as a relationship or not, or they may increase the number of purchases or the frequency of their purchases or even both (Rowley, 2005).

According to this approach it is a relation that shapes repurchasing that reveals the existence of loyalty rather than repurchasing itself. Rowley took this framework on the basis of inertial and positive attitudes including the behavioral and attitudinal dimensions, and discussed customer loyalty in 4 groups namely, captive (inertial behavior and attitude), convenience-seeker (positive behavior and inertial attitude), contented (inertial behavior and positive attitude) and committed (positive behavior and attitude) according to behavioral and attitudinal dimension.

Bandyopadhyay and Martell, in their study conducted in 2007 discussed behavioral loyalty of the consumer in three groups namely those who use single brand, those who use multi brands and those who do not use the product and anticipated the attitudinal loyalty may be higher or lower in those three groups. Researchers defined those who have high attitudinal loyalty and use a single brand as brand loyal and those who use multi brands as difference seekers and those who are not users as potential purchasers and underlined that loyalty may not be toward a single brand.

## **SIX REASONS WHY CUSTOMER LOYALTY IS IMPORTANT (AND PROFITABLE)**

### **1. Loyal customers stay longer**

People like to buy from a familiar and trusted vendor. They don't change vendors until given a reason to do so. Probably the most important thing to know about loyal customers is that they will only leave if you break their trust or if your competition comes up with better and cheaper services. *This is why it is crucial both to know what your loyal customers expect from you and to be aware of what your competition is up to.*

### **2. Loyal customers buy more and more often**

Loyal customers concentrate their shopping on select vendors. They even buy items from you that other customers buy elsewhere. They also tell you what new products you should add to your selection. *This is why you need to carefully listen to what your loyal customers are saying.*

### **3. Loyal customers cost less to serve**

Loyal customers are more familiar with your service, so they need less support. Rather than calling customer support when an issue arises, they are more willing and able than other customers to find a solution to their problem from your self-service portal.

### **4. Loyal customers insulate your company from price competition**

For one reason or another, loyal customers aren't checking your prices against the competition as diligently as other customers. They trust you. Don't lose that trust: *you need to know what they think about your pricing.*

### **5. Loyal customers act as brand ambassadors**

Customers don't tell their friends only about bad experiences. Good experiences—especially exceptional ones—make great stories and they will share these stories with their friends. Most CX programs concentrate on service failures. *Don't ignore the success stories!*

## **6. Loyal customers provide honest, high-quality feedback**

Loyal customers want to help you improve your company's services. Solicit feedback, and they will give it to you. If you want to test a new product or services, *you can utilize them as a focus group*. Just make sure you are open and honest with them about what your goals are.

## **TYPES OF CONSUMER LOYALTY**

**Customer loyalty** is when a customer consistently purchases from a business. This is typically based on the customer's needs, preferences and experiences with the business. The following are common types of customer loyalty.

### **Product**

Consistently purchasing the same product. This can be due to the features or quality of the product. For example, a customer may try several shampoos until they find one that they prefer. Once a preference is established it may continue for years. Calculating customer loyalty for products requires extensive market data and is often based on representative samples. For example, a firm might define a loyal customer as someone who purchases the product at least once a month for six consecutive months.

### **Services**

Subscription based services often benefit from loyal customers that represent monthly recurring revenue streams. Calculating loyal customers is easy for subscription based services as ample data is typically available. Six consecutive months is a common threshold. Restaurants and other non-subscription services typically base customer loyalty on purchase frequency such as once a month or six times a year.

### **Brand**

Brand loyalty may result from reputation, customer experience or a customer who identifies with the brand. Customers may be loyal to all the products offered by a brand or some subset.

## **Distribution**

A customer may be loyal to a particular location simply because it's convenient. For example, a customer may be loyal to a restaurant chain because it's close to their office. If the convenient location closes, the customer may be unlikely to seek the chain out elsewhere. Likewise, brand or product loyalty may end if products aren't available where the customer shops.

## **Price**

A customer may be in the habit of consistently purchasing the same product or service based on price alone. For example, a customer may always purchase the same brand of coffee because it's always the cheapest on the shelves. Such a customer will immediately switch if prices go up and may be indifferent to efforts to improve product quality.

## **Relationships**

A customer may be loyal to a person such as a salesperson but not the underlying products, services or brand. Often a top salesperson who leaves a firm is able to attract their former customers to their new firm's products.

# **CHAPTER 2**

## **RESEARCH METHODOLOGY**

## **OBJECTIVE OF THE RESEARCH**

### **1. Primary Objective**

- a. To find the response of customers to shop on FLIPKART.

### **2. Secondary Objective**

- a. Analyze how theoretical concept taught and applied/not applied in real situation.
- b. Enhance analytical application ability.
- c. Develop skills in technical reports, writing through data collection, data analysis, data presentation and draw conclusions of the given topic.

## **Research Design**

- **Descriptive research**

Descriptive research includes surveys and facts findings enquiries of different kinds. The major purpose of Descriptive research is the description of the state of affairs, as it exists at present. It provides the data about the population or universe being studied.

Descriptive research is used when the objective is to provide a systematic description that is as factual as accurate possible.

## **Sources of data**

For the study I have collected both Primary as well as the Secondary Data.

- Primary data is collected from Survey i.e., Questionnaire.
- Secondary data is collected from browsing internet from various websites and from the data published by the organization.

## **Tools used for data collection**

Data was collected from self-administrated questionnaires and survey.

## **Sample design**

The sample size is between 30-50 and the sample is chosen using simple random sampling technique so as to cover the groups of interest in the right proportions. Each individual is chosen entirely by chance and each member of the population has as equal chance of being included in the sample.

### **Nature of sample**

Age group mainly focus in this research is a between the age of 15-50.

## **CHAPTER 3**

# **DATA PROCESSING, ANALYSIS & INTERPRETATION**



## 1. Gender

This table represents the gender of respondents

Particulars	No. of respondents	Percentage
Male	15	39.5%
Female	23	60.5%

Table 1

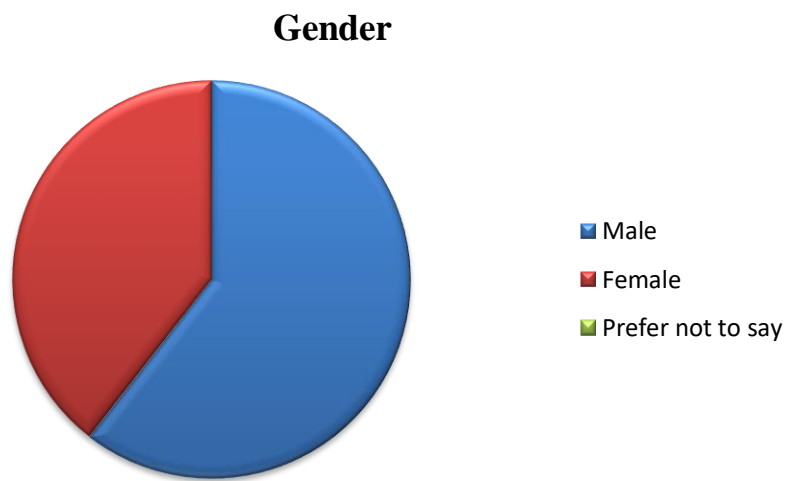


Fig. 3.1

### Interpretation

A total number of 38 responses were surveyed and it was found among which 60.5% were Female & 39.5% Male.

## 2. Age level

The table represents the age level of the respondents

Particulars	No. of respondents	Percentage
Under 20	20	52.6%
20-30	13	34.2%
21-30	2	5.3%
31-40	0	0%
Above 40	3	7.9%

Table 2

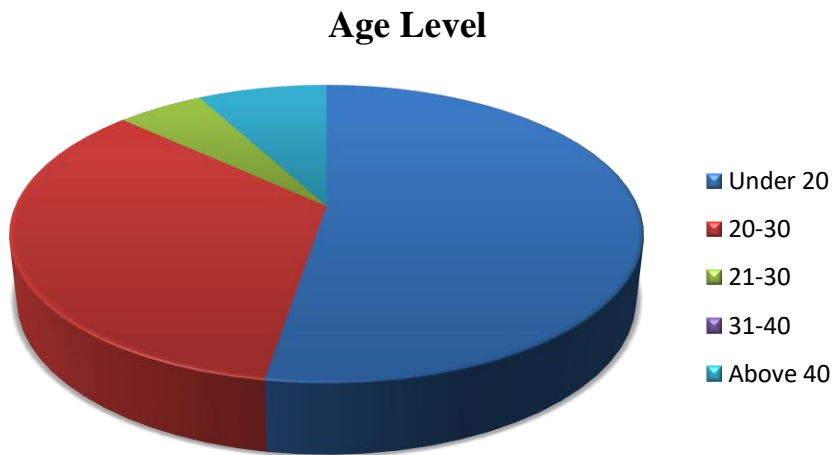


Fig.3.2

### Interpretation

Out of 38 respondents 52.6% were aged under 20, 34.2% were aged between 20-30, 6.6% were aged between 20-30 & 6.6% were aged above 40

### 3. This table represents the frequency of customers to use Flipkart

Particulars	No. of responses	Percentage
More than once a week	2	5.3%
More than once a month	10	26.3%
More than once a half year	4	10.5%
Depends on when you want to buy something	22	57.9%

Table 3

#### How often do you use Flipkart

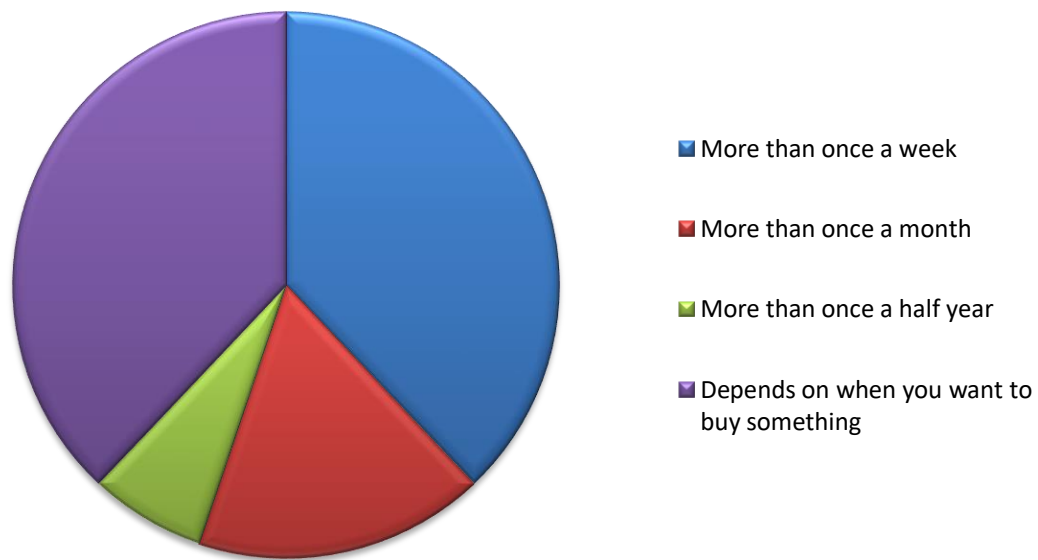


Fig.3.3

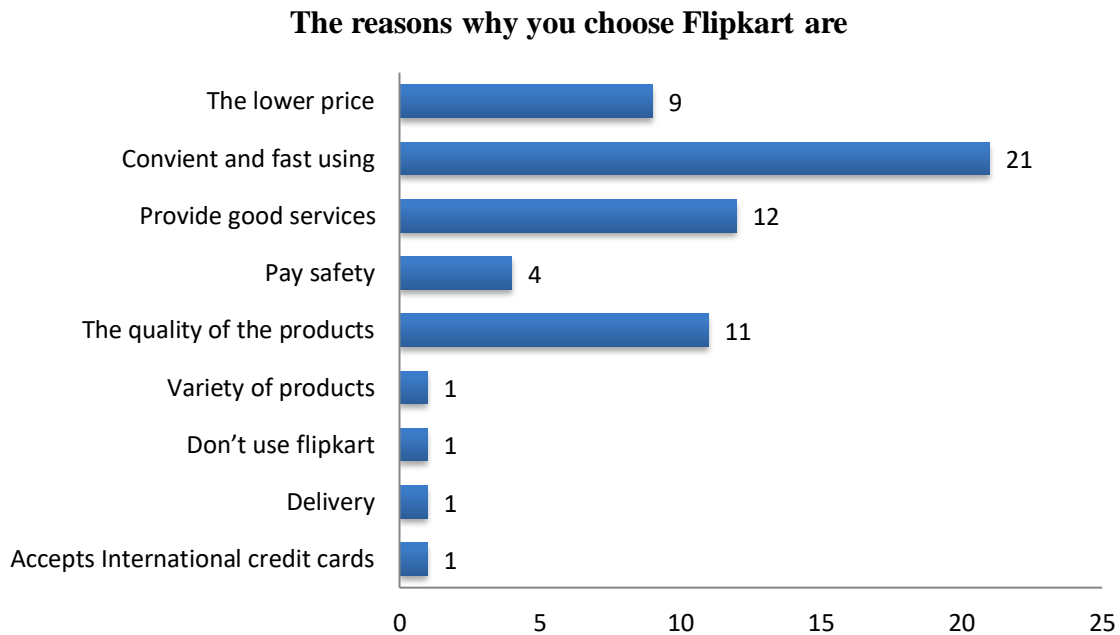
#### Interpretation

Among 38 respondents, 5.27% respondents uses Flpikart more than once a week, 26.3% respondents uses Flipkart more than once a month, 10.53% uses Flipkart depending on when they want to buy something.

**4. The table represents the reason of customers for using Flipkart**

Particulars	No. of Respondents	Percentage
The lower price	9	23.7%
Convenient and fast using	21	55.3%
Provide good services	12	31.6%
Pay safety	4	10.5%
The quality of the products	11	28.9%
Variety of product	1	2.6%
Don't use Flipkart	1	2.6%
Delivery	1	2.6%
Accepts international credit cards	1	2.6%

**Table 4**



**Fig.3.4**

## Interpretation

Among 38 respondents 9 uses Flipkart because of lower price, 21 uses because of Convenient and fast using, 12 uses because they feel Flipkart Provide good service, 4 respondents feel payment safety in Flipkart, 11 respondents uses Flipkart because they feel good about quality of the products on Flipkart, 1 uses Flipkart because of variety of products, 1 uses Flipkart because of delivery facility, 1 uses Flipkart because it accepts International Credit Cards and 1 respondent doesn't uses Flipkart because the delivery is not available in that area.

### 5. The table represents the elements which customers are worried about while shopping on Flipkart

Particulars	No. of response	Percentage
Online payment safety	6	15.8%
The reliability of the information	4	10.5%
The integrity of the website	3	7.9%
The quality of the products	18	47.4%
None	5	13.2%
About home delivery	1	2.6%
Delivery time	1	2.6%

Table 5

#### When you are shopping on Flipkart which elements you are worrying about

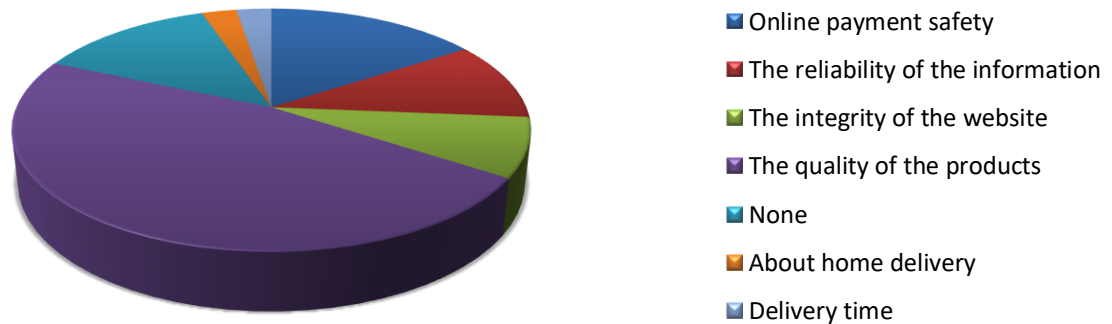


Fig. 3.5

## Interpretation

Among 38 respondents 15.8% users are worried about online payment safety, 10.5% are worried about the reliability of the information, 6.55% are worried about the integrity of the website, 47.4% are worried about the quality of the product, 13.2% are not worried, 3.28% are worried about home delivery and 3.28% are worried about delivery time.

### **6. The table represents the types of products customers prefer to purchase on Flipkart**

<b>Particulars</b>	<b>No. of responses</b>	<b>Percentage</b>
Books	11	28.9%
Clothing, Shoes & Jewelry	23	60.5%
Movies, Music & Games	5	13.2%
Electronics & Computers	25	65.8%
Home, Garden & Tools	3	7.9%
Grocery, Health & Beauty	4	10.5%
Toys, Kids & Baby	1	2.6%
Sports & Outdoors	2	5.3%
Cloths and Electronics	1	2.6%

Table 6

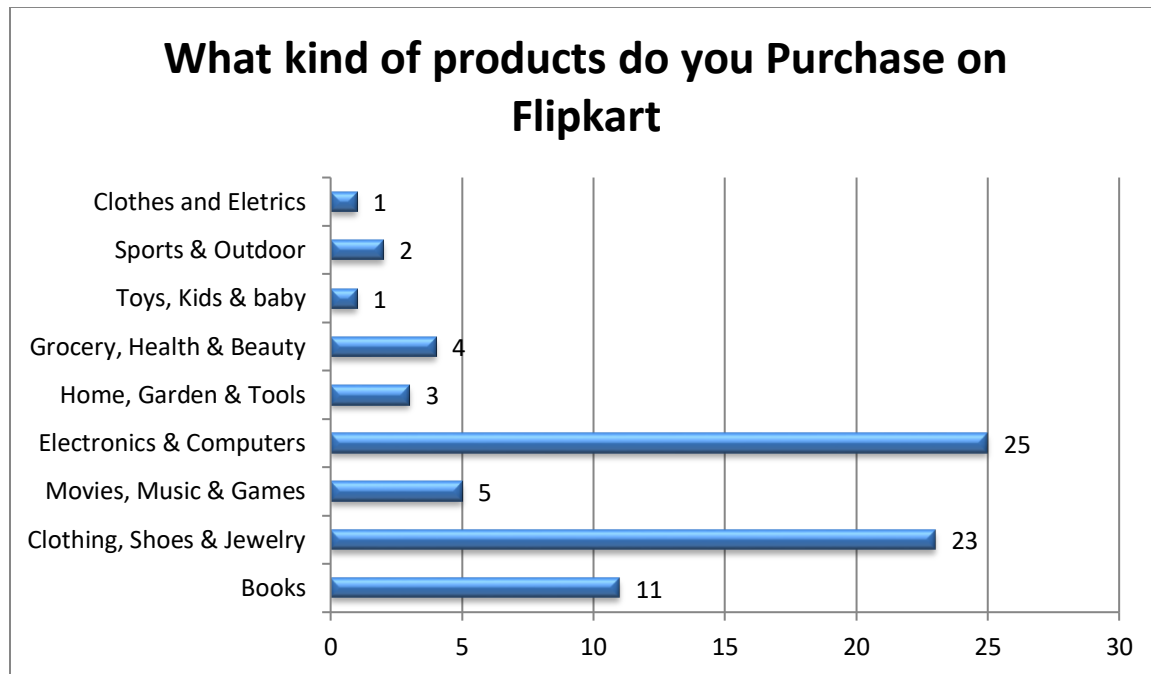


Fig. 3.6

### Interpretation

Among 38 respondents 11 of them prefer to purchase books from Flipkart, 23 prefer to purchase Clothing, Shoes & jewelry, 5 prefer to purchase Movies, Music & Games, Electronics & Computers are preferred by 25 respondents, 3 prefer to purchase Home, Garden & tools, 4 prefer to purchase Grocery, Health & beauty, 1 prefer to purchase Toys, Kids & Baby, 2 prefer to purchase Sports & outdoor and 1 prefer to purchase Clothes & Electrics

**7. The table represents the satisfaction of customers consumption on Flipkart**

Particulars	No. of responses	Percentage
1	0	0%
2	3	7.9%
3	20	52.6%
4	12	21.6%
5	3	7.9%

Table 7

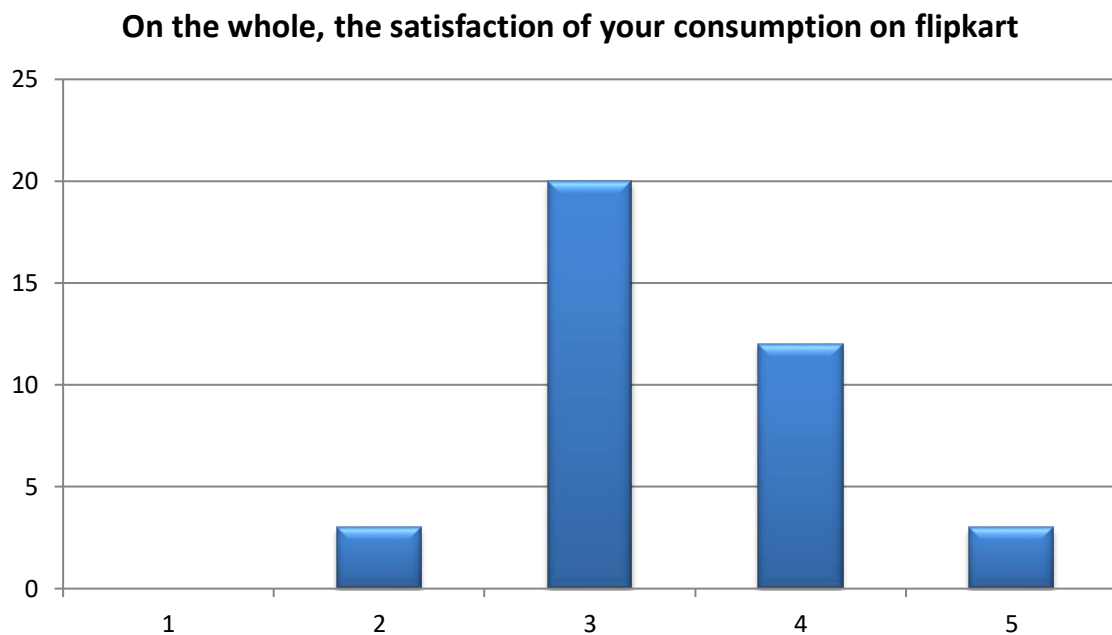


Fig. 3.7

**Interpretation**

0 respondent feel dis-satisfied by consuming Flipkart products, 7.9% i.e. 3 respondents feel above dis-satisfied by consuming Flipkart products, 52.6% respondents feel average by



consuming Flipkart products, 31.6% i.e. 12 respondents feel above average by consuming Flipkart products and 37.9% i.e. 3 respondents feel fully satisfied by consuming Flipkart products .

**8. The table represents the consumer feedback on faster distribution than other online shopping website**

Particulars	No. of responses	Percentage
1	0	0%
2	4	4%
3	19	50%
4	10	26.3%
5	5	13.2%

Table 8

**Do you think Flipkart's distribution is faster than the other online shopping website**

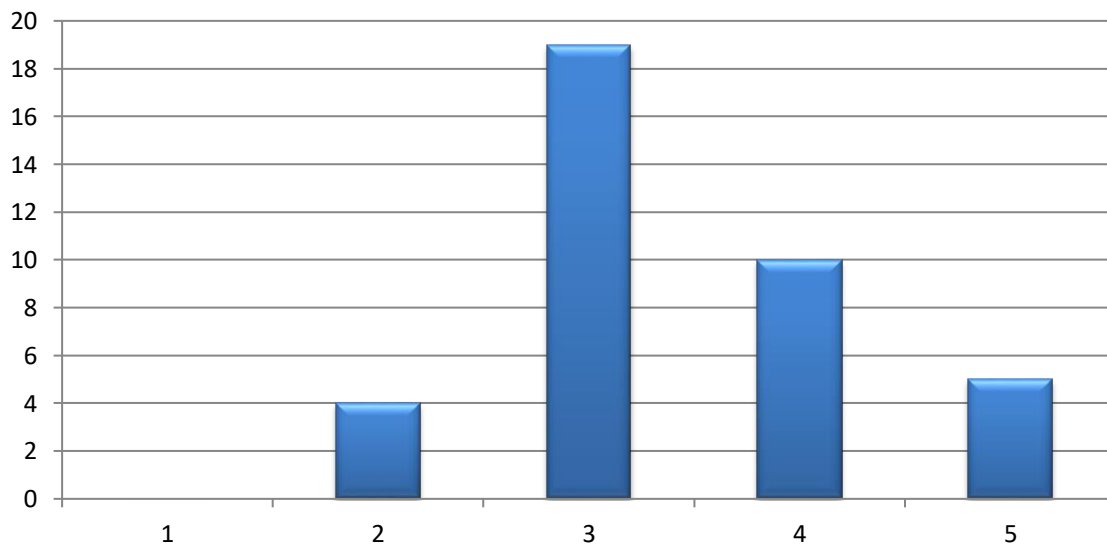


Fig. 3.8

## Interpretation

0 respondents completely disagree with the statement, 10.5% somewhat disagree with the statement, 19 respondents neither agree nor disagree with the statement, 10 respondents somewhat agree with the statement and 5 respondents completely agree with the statement.

### 9. The table represents the satisfactory level of individual service of Flipkart

Particulars	No. of responses	Percentage
1	0	0%
2	0	0%
3	23	60.5%
4	12	31.6%
5	3	7.9%

Table 9

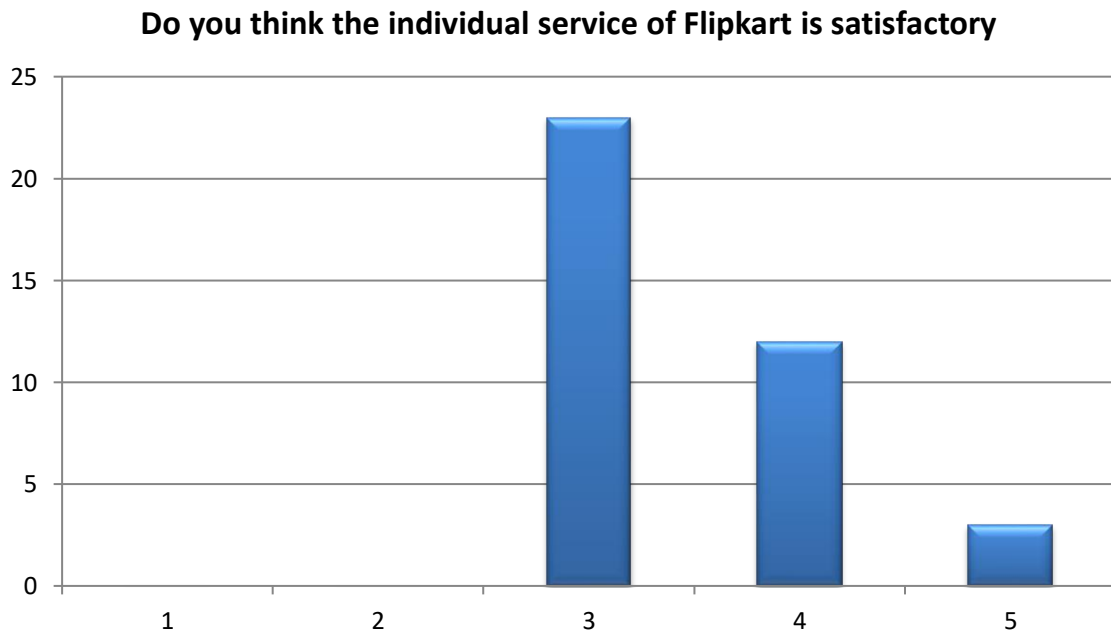


Fig. 3.9

## Interpretation

0 respondents completely disagree with the statement, 0 respondents somewhat disagree with the statement, 23 respondents neither agree nor disagree with the statement, 12 respondents somewhat agree with the statement and 3 respondents completely agree with the statement.

**10. The table represents the description of Flipkart's product reliability among customers.**

Particulars	No. of responses	Percentage
Yes	0	0
No	12	47.4%
Maybe	20	52.6%

Table 10

**Do you think the description of Flipkart's products is reliable**

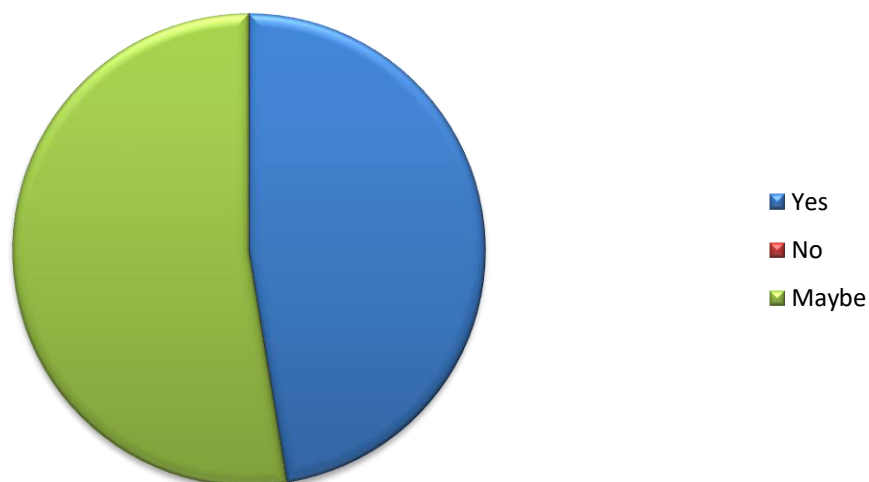


Fig. 3.10

## Interpretation

47.4% respondents think the description of the product on Flipkart is reliable and 52.6% respondents neither agree nor disagree with the statement.

### 11. The table represents the product classification reasonability of Flipkart

Particulars	No. of responses	Percentage
Yes	21	55.3%
No	3	7.9%
Maybe	14	36.8%

Table 11

### Do you think the product classification of Flipkart is reasonable

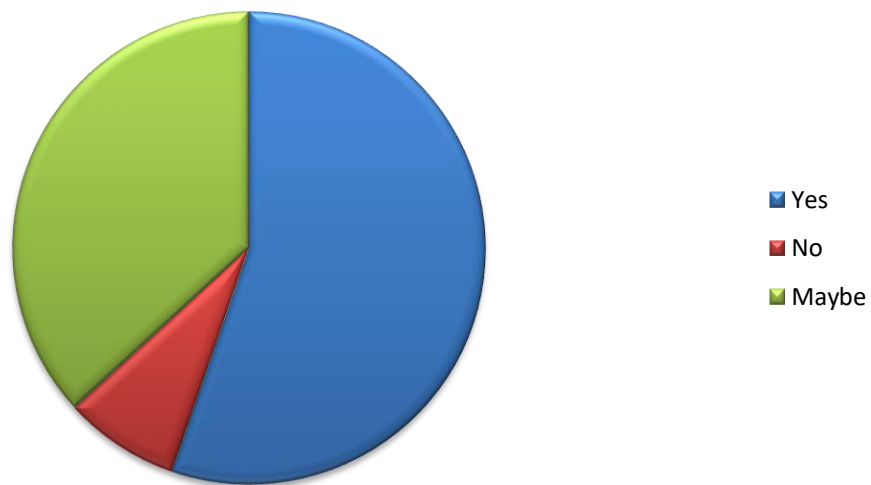


Fig. 3.11

## Interpretation

Among 38 respondents 55.3% thinks the product classification of Flipkart is reasonable, 7.9% thinks product classification of Flipkart is not reasonable and 36.8% respondents neither agree nor disagree with the statement.

### 12.The table represents the friendly service rating by customers

Particulars	No. of responses	Percentage
Yes	28	73.7%
No	3	7.9%
Maybe	7	18.4%

Table 12

Do you think the customer services are good

38 responses

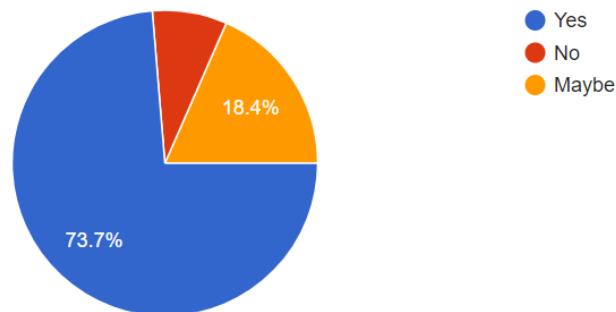


Fig.3.12

## Interpretation

Among 38 respondents 73.7% respondents feel the customer services are friendly, 7.9% respondents feel customer services non-friendly and 18.4% respondents neither agree nor disagree with the statement.

### 13.The table represents the satisfactory level of customer towards Flipkart

Particulars	No. of responses	Percentage
1	0	0%
2	0	0%
3	20	52.6%
4	15	39.5%
5	3	7.9%

Table 13

After your feedback on above questions your overall satisfaction towards Flipkart

38 responses

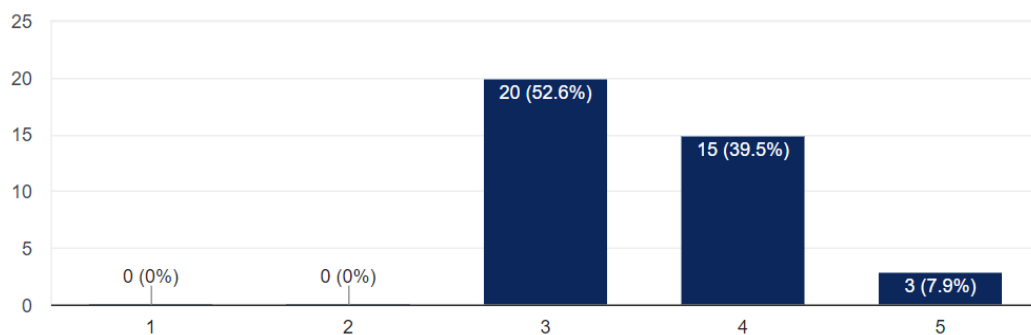


Fig.3.13

### Interpretation

Among 38 respondents, 0 respondents feel highly dissatisfied with feedback, 0 respondents feel somewhat dissatisfied with feedback, 20 respondents are neither dissatisfied nor satisfied with feedback, 15 respondents feel somewhat satisfied with feedback and 3 respondents feel highly satisfied with feedback.

#### **4. FINDINGS**

- Customers uses Flipkart as majority of them find Flipkart Convenient and easy to use
- They are mostly worried about the quality of the product
- Most of the consumers prefer purchasing Electronics & Computer related products from Flipkart.
- Majority of the respondent are not sure about the reliability of description of products provided.
- 55.3%of respondents think the product classification of Flipkart is reasonable.
- Customer Service of Flipkart is preferred friendly by 73.7% of the customers.

## **5. LIMITATIONS**

- The scope of the project is limited to the city of Delhi and N.C.R. So, we cannot say that the same response will exist throughout India.
- A small sample of 38 customers was considered due to lack of time & resources constraints.
- Many parts of country still run without digital market and hence it's not possible to calculate that area.



## **6. SUGGESTIONS AND RECOMMENDATION**

- The company should try to reach maximum consumers in INDIA by making distribution channel more effective.
- The company should continue to work on the Strategy of T.Q.M (Total Quality Management)
- The Flipkart is a brand in itself and non-of the other brands are in a position to compare with it in Quality, Reliability, Brand Image. Even then a number of other brands are entering the market and are acquiring a good market share. The main reason behind it is that the distributors of the company are not able to provide regular supply to the retailers in all area.
- Consumers do not get satisfied with the promotional policies of the company. A new technique of promotion is required to create awareness about the entire range of Flipkart products.

## **7. CONCLUSION**

Hereby I can conclude from the research that

- Consumers use Flipkart because of its **Convenience and fast using**.
- Flipkart being an old and reliable website customer are still worried on small issues.
- Customers prefer purchasing **Electric & computers, Clothes, shoes & Jewelry** products from Flipkart
- Majority of the Flipkart customers are not sure about the reliability of product description.
- Majority of the Flipkart customers find product classification of Flipkart reasonable.

## **8. BIBLIOGRAPHY**

- <https://www.scribd.com/doc/12727231/Minor-Project-Report-for-Bba-3rd-Sem>
- <https://en.wikipedia.org/wiki/Flipkart>
- <https://www.flipkart.com/>
- <https://en.wikipedia.org/wiki/E-commerce>

## 9. ANNEXURE

### Customer Loyalty of Flipkart

1. Email address\*

Valid email address .....

2. Name\*

Short answer text .....

3. Gender\*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

4. Age level\*

- ☐ Under 20
- ☐ 20-30
- ☐ 30-40
- ☐ Above 40

5. How often do you use Flipkart\*

- ☐ More than once a week
- ☐ More than once a month
- ☐ More than once a half year
- ☐ Depends on when you want to buy something

6. The reasons why you use Flipkart are

- ☐ The lower price
- ☐ Convenient and fast using
- ☐ Provide good services

- ☐ Pay safety
- ☐ The quality of the product
- ☐ Other

7. When you are shopping on Flipkart which element you are worrying about\*

- ☐ Online payment safety
- ☐ The reliability of the information
- ☐ The integrity of the website
- ☐ The quality of the products
- ☐ None
- ☐ Other

8. What kinds of products do you purchase on Flipkart\*

- ☐ Books
- ☐ Clothing, shoes & jewelry
- ☐ Movies, music & games
- ☐ Electronic & computer
- ☐ Home, garden & tools
- ☐ Grocery, health & beauty
- ☐ Toys, kids & baby
- ☐ Sports & outdoor
- ☐ Other

9. On the whole, the satisfaction of your consumption on Flipkart\*

	1	2	3	4	5	
Very dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfies

10. Do you think Flipkart's distribution is faster than the other online shopping website\*

	1	2	3	4	5	
Completely disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely agree

11. Do you think the individual service of Flipkart is satisfactory\*

	1	2	3	4	5	
Very good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very bad

12. Do you think the description of Flipkart products is reliable\*

- ☐ Yes
- ☐ No
- ☐ Maybe

13. Do you think the product classification of Flipkart is reasonable\*

- ☐ Yes
- ☐ No
- ☐ Maybe

14. Do you think the customer services are friendly\*

- ☐ Yes
- ☐ No
- ☐ Maybe

15. After your feedback on above questions your overall satisfaction towards Flipkart\*

	1	2	3	4	5	
Very dissatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very satisfies