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# TO STUDY BUYING BEHAVIOUR OF FLIPKART ONLINE SHOPPING SITE CUSTOMERS

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## ABSTRACT

*This research study explores the buying behaviour of customers who shop online from Flipkart, with a focus on understanding the reasons behind their preference for Flipkart over other online platforms and offline shopping. The study aims to identify the key factors influencing customers' buying decisions, such as product variety, delivery speed, and competitive pricing. By analyzing customer behaviour, this research provides insights into the online shopping trends and preferences of Flipkart customers.*

**Key words:** Online shopping, Flipkart, buying behaviour.

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## 1. INTRODUCTION

In today's digital age, online shopping has become the preferred mode of shopping for many Indians. The convenience, flexibility, and wide range of products available online have made it a favourite among people of all ages and backgrounds. Flipkart, one of India's leading e-commerce companies, has been at the forefront of this revolution.

### About Flipkart

Founded in 2007 by Sachin Bansal and Binny Bansal, Flipkart started as an online bookstore but soon expanded to sell various products, including clothing, lifestyle products, electronics, home essentials, and groceries. Today, Flipkart is a household name in India, with a strong presence in both urban and rural areas.

### Key Features and Benefits

**Wide Product Range:** Flipkart offers a vast array of products, making it a one-stop shop for customers.

**Convenient Services:** Flipkart provides services like Cash-on-Delivery, No Cost EMI, and Same Day Delivery, making online shopping accessible and convenient.

**Customer-Centric Approach:** Flipkart's focus on customer satisfaction has earned it a loyal customer base.

### Flipkart's Milestones and Achievements

**Acquisitions:** Flipkart has made strategic acquisitions, including Let's Buy, Myntra, Jabong, and eBay India, to expand its offerings and strengthen its position in the market.

**Partnerships:** Flipkart has partnered with top brands and retailers to offer customers a wide range of products.

**Innovation:** Flipkart has been at the forefront of innovation in e-commerce, introducing features like No Cost EMI and Same Day Delivery <sup>1 2</sup>.

### Market Presence and Competition

**Headquarters:** Flipkart's main office is in Bengaluru, with branch offices in Delhi and Mumbai.

**Global Presence:** Flipkart is registered in Singapore and has a research and development centre in Israel.

**Competition:** Amazon is Flipkart's main competitor in the Indian e-commerce market.

Acquisition: Walmart, the US-based retail chain, has acquired a majority stake in Flipkart.

## **2. REVIEW OF LITERATURES**

Muruganatham et al. (2017) examined online customer behaviour and found that dissatisfaction often stemmed from issues such as product return policies, online support, quality assurance, delivery delays, customer service response, delivery costs, and privacy concerns.

Khanna & Sampat (2015) investigated factors influencing online shopping, highlighting that many Indian consumers lack sufficient awareness when purchasing online. They emphasized that companies should focus on reasonable pricing, data security, cost savings, and availability of alternative brands to improve satisfaction.

Donthu & Garcia (1999) identified key drivers of online shopping behaviour, including innovative products, brand variety, fair pricing, convenience, advertising, marketing strategies, and variety-seeking tendencies.

## **3. RESEARCH METHODOLOGY**

### **3.1 Problem statement: “TO STUDY BUYING BEHAVIOUR OF FLIPKART ONLINE SHOPPING SITE CUSTOMERS**

#### **3.2 Objective:**

To examine consumer behaviour towards online shopping on flipkart

To know the factors affecting decision making process while going for online shopping.

To the preference of customer for online shopping or offline shopping.

To find out the problems while doing the online shopping from flipkart

#### **3.3 SCOPE OF THE STUDY:**

The present study examines customer buying behaviour towards online shopping on Flipkart. It explores the factors influencing customer satisfaction and identifies service gaps, particularly in product quality, delivery speed, pricing, and related aspects.

#### **3.4 Research design :**

In this study Descriptive Research Design has been used.

#### **3.5 sources of data:**

Primary data have been collected from 200 respondents through structured questionnaire from the respondents who do online shopping from flipkart.

Secondary data have been collected from different websites, journals, articles and reports.

#### **3.6 Sample size:** The sample size covers 200 customers of flipkart

## DATA ANALYSIS

### 1. GENDER OF THE RESPONDENTS

Gender No of respondent Percentage: Male 118 [59%] Female 82 [41%]

### 2. MARITAL STATUS OF RESPONDENT MARITAL

MARRIED 116 [58% ] UNMARRIED 84 [42%]

### 3. AGE OF THE RESPONDENTS:

Below 25 -44[22 %], 25 TO 35-56[28%], 35 TO 45-84 [42%], 45 AND ABOVE-36[18%]

### 4. HOW OFTEN DO YOU BUY PRODUCTS ONLINE

Extremely often 52 [26%], Moderately often 74[47%], Slightly often 32 [16%], Not at all often 22[11%]

### 5. WHICH CATEGORY OF PEOPLE IS GOING FOR ONLINE SHOPPING OPTIONS?

STUDENTS 62 [31%], HOMEMAKER 52[26%], BUSINESS PEOPLE 54[27%], OTHER 32[16%]

### 6. INCOME WISE CLASSIFICATION OF RESPONDENTS INCOME

BELOW 25000- 48[24%], 25000 TO 40000 -78[39%], 40000 TO 50000 54[27%], ABOVE 50000 -20[10%]

### 7. PROFICIENCY OF THE RESPONDENTS ON THE INTERNET OPTIONS

ADVANCED 86[43%], INTERMEDIATE 96[48%], NOVEL 18[9%]

### 8. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE

Electronics 40 [20%], Accessories 56 [28%], Health and Beauty Supplements 48 [24%], Dresses 38 [19%] Books 18 [9 %]

### 9. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTS ONLINE

Issues relating to product quality 36 [18 %], Delivery and Logistics 56 [28%], Payment Issues 28 [14 %], Additional Charges 24 [12 %], Lack of Security 26 [13 %], Unclear return and Guarantee Policies 30 [15%]

### 10. HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM A COMPANY YOU KNOW

Extremely Confident 42 [21 %], Moderately Confident 72 [36%], Slightly Confident 82 [41 %], Not at all Confident 4 [2 %]

### 11. REASON FOR ONLINE PURCHASE

No. of Respondent Percentage of Respondent 24\*7 availability- 56 [28 %], comfort 74 [37 %], offer 48 [24 %], variety 22 [11 %]

12. HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS ONLINE

No. of Respondent Percentage of Respondent Always 44 [22 %], Often 56 [28 %], sometimes 62 [31%] rarely 22 [11 %], Never 16 [8 %]

13. ARE YOU SATISFIED WITH ONLINE SHOPPING?

No of respondent Percentage Yes 108 [54 %], No 60 [30 %], Maybe 32 [16 %]

14. WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYING PRODUCTS ONLINE

Debit Card 56 [28 %], Credit Card 68 [34 %], GOOGLE PAY & OTHER APP- 76 [38 %]

15. ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM INDIVIDUAL YOU DON'T KNOW

Google Product Search 42 [21 %], E-Bay 44 [22 %], Apps 62 [31 %], FB 34 [17 %], Instagram Page 18 [9 %]

#### 4. CONCLUSION

Customer decisions to shop online or offline are influenced by multiple factors, including delivery timelines, pricing, brand availability, and return policies. Among these, product pricing emerges as the most significant determinant, as customers often compare the product's quality with its cost before making a purchase. Convenience of time is another key driver, as online platforms allow customers to shop anytime without visiting physical stores. Furthermore, the continuous improvement and ease of return policies have enhanced public trust in online shopping, making it an increasingly preferred mode of purchase.

#### 5. SUGGESTIONS

In the highly competitive online shopping market, attractive pricing and promotional offers are key factors drawing customer attention. To sustain and grow in this environment, online sellers should prioritize authenticity and work towards building strong customer trust. Companies should focus on expanding the range of available products while ensuring superior quality standards. Additionally, a transparent and customer-friendly return policy should be maintained, as it plays a crucial role in enhancing customer satisfaction and loyalty in the competitive marketplace.

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