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AN ANALYSIS OF CONSUMER SATISFACTION WITH ONLINE SHOPPING: A CASE STUDY OF FLIPKART

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ABSTRACT

This study aims to assess consumer satisfaction with online shopping, concentrating on Flipkart, a major e-commerce platform in India. As technology advances and digital access expands, consumer expectations have evolved significantly. The research is based on primary data collected from 100 Flipkart users in the Delhi-NCR region, evaluating key factors such as product quality, delivery efficiency, pricing, return policies, customer support, and app usability. Through a combination of data analysis and theoretical perspectives, the study identifies Flipkart's strengths, highlights areas needing improvement, and provides actionable suggestions to improve the overall shopping experience for consumers.

KEYWORDS: Consumer satisfaction, Online shopping, Flipkart and customer support.

I. INTRODUCTION

The rapid expansion of e-commerce in India has significantly transformed consumer shopping patterns in recent years. Since its founding in 2007, Flipkart has become a well-known brand, providing a vast range of products across multiple categories. As more consumers depend on digital platforms for their purchases, it is crucial for companies like Flipkart to uphold strong customer satisfaction standards. Nevertheless, with intensifying competition and evolving consumer preferences, maintaining customer loyalty poses ongoing challenges. This study aims to evaluate how effectively Flipkart fulfills consumer expectations and to pinpoint major factors of satisfaction and dissatisfaction using data-driven analysis.

II. REVIEW OF LITERATURE

Consumer satisfaction in e-commerce depends on various factors including product quality, delivery service, pricing, website usability, and customer support. Kotler and Keller (2016) highlight that consistent and reliable service is essential for retaining customers. Malhotra and Dash (2011) stress the role of genuine products and attractive packaging in shaping consumer perceptions. According to Deloitte (2022), smooth return policies and prompt customer service play a crucial role in encouraging repeat purchases. These findings

provide a theoretical framework for this study, which aims to compare these expectations with the actual experiences of Flipkart users.

III. RESEARCH METHODOLOGY

This research utilized a descriptive design to observe and analyze current consumer behavior and perceptions. Primary data was gathered from 100 participants in the Delhi-NCR region through a Google Forms survey, which included both qualitative and quantitative questions.

IV. SAMPLING

- **Technique:** Convenience sampling
- **Participants:** Included students, professionals, homemakers, and business owners
- **Demographic Breakdown:**
 - Age: 75% between 18 and 24 years, 20% between 25 and 34 years, and 5% aged 35 and above
 - Gender: 58% male and 42% female

Tools Used:

- Google Forms for collecting data
- Microsoft Excel for analyzing the data
- Likert Scale to measure levels of satisfaction

V. STATEMENT OF THE PROBLEM

Although Flipkart enjoys widespread popularity, it experiences service inconsistencies that impact customer satisfaction. Common issues include delayed deliveries, slow refunds, and inadequate packaging, particularly in Tier-2 cities. The core challenge is Flipkart's ability to expand its operations while ensuring personalized and consistent service quality. This research aims to explore how various demographic groups perceive and respond to these service challenges.

VI. OBJECTIVES OF THE STUDY

Primary Objective:

To assess the level of consumer satisfaction with Flipkart's services using primary data.

Secondary Objectives:

- To determine the main factors influencing customer satisfaction, such as product quality and pricing.
- To analyze how satisfaction levels vary according to age, gender, and occupation.
- To compare Flipkart's service performance with competitors like Amazon and Meesho.
- To examine how service-related issues affect customer loyalty.
- To provide practical recommendations for improvement based on user feedback.
- Strong loyalty exists, but lapses in refund timelines and seller reliability are harming brand trust.
- Users frequently switch platforms after poor experiences, with 62% doing so after a bad delivery

VII. FINDINGS

- **Strengths of Flipkart:** Wide range of products, fast delivery, user-friendly app interface, and attractive promotional deals.
- **Challenges Identified:**
 - Delays in refunds cause frustration among prepaid customers.
 - Frequent packaging damage, particularly from third-party sellers.
 - Customer service is often perceived as impersonal and slow to respond.
- **Demographic Insights:**
 - Students and working professionals constitute the main user base.
 - Older customers experience difficulties with platform usability.

Recommendations

1. Enhance Customer Service:

- Incorporate live chat support with local language options.
 - Improve response times by combining AI with human assistance for quicker query resolution.
2. **Accelerate Refund Process:**
 - Ensure refunds are processed within three days.
 - Implement real-time refund tracking features within the app.
 3. **Increase Seller Accountability:**
 - Publish seller ratings based on their performance.
 - Impose penalties on vendors who provide poor-quality service.
 4. **Improve App Functionality:**
 - Introduce voice-based navigation features.
 - Allow users to filter products by seller ratings and refund processing speed.
 5. **Launch Loyalty Programs:**
 - Expand Flipkart Coins and offer tiered membership benefits.
 - Provide personalized offers on birthdays and early access to special sales events.

VIII. CONCLUSION

The research finds that Flipkart is widely trusted and used by consumers across various age groups and professions. However, issues in areas such as refund processing and customer support could impact long-term loyalty. To sustain its competitive edge in India's dynamic e-commerce market, Flipkart must focus on strengthening the post-purchase experience. In an environment where customers have many alternatives and can easily switch platforms, maintaining consistency, transparency, and a customer-centric approach will be essential for continued success.

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