

A STUDY ON CUSTOMERS SATISFACTION THROUGH DESIGN THINKING ON FLIPKART WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr.K.Sumathi, M.Com.CA., M.Phil., MBA., Phd Associate Professor & Head Department
of Commerce,

Mrs. Stefi Faustina.X., M. Com, Department of Commerce,

Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore-49

ABSTRACT

This study explores customer satisfaction through the application of design thinking principles within the context of Flipkart, a prominent e-commerce platform. With a special focus on Coimbatore city, this research delves into how design thinking can enhance the overall user experience and customer satisfaction on the platform. Design thinking, as a human-centered approach, aims to identify and address user needs, preferences, and pain points, thus contributing to a more seamless and satisfying shopping experience. The study employs a mixed-methods research design, combining surveys and in-depth interviews

with Flipkart users in Coimbatore. By analyzing their feedback, this research aims to identify specific areas where design thinking can be harnessed to improve the user interface, product offerings, and customer service. The findings will shed light on the effectiveness of design thinking in enhancing customer satisfaction within a regional context, offering valuable insights for both Flipkart and the broader e-commerce industry.

KEYWORDS: Customer Satisfaction, E-commerce, User Needs, E-commerce Industry, Flipkart.

INTRODUCTION

The realm of e-commerce has witnessed a remarkable transformation in recent years, with online marketplaces becoming an integral part of consumers' lives. In this context, understanding and enhancing customer satisfaction is of paramount importance. This study delves into the intricacies of customer satisfaction within the context of Flipkart, a prominent player in the e-commerce industry. As e-

commerce platforms continue to evolve and diversify, the role of customer satisfaction becomes increasingly critical. It serves as a key determinant of a platform's success, impacting factors such as user retention, brand loyalty, and overall market competitiveness. This research aims to provide valuable insights into the factors that influence customer satisfaction on Flipkart. By examining the user experience, assessing

the quality of products and services, and understanding customer preferences and pain points, this study seeks to unravel the intricacies of customer satisfaction dynamics on the platform. As Flipkart caters to diverse

markets across India, this study does not focus on a specific region, allowing for broader insights that can benefit the e-commerce industry as a whole.

EMPATHY

Design Thinking Stage	Potential Questions
Empathy	How do the online shopping influence the customer to buy a product?
	What was the level of satisfaction of consumer using online shopping?
	How did the online shopping provide service to the customers?
	What are the problems faced by customers using online shopping?

STATEMENT OF THE PROBLEM

To enhance and attract online customer it is very important to know about their behaviour and understand what they require and need. Since FLIPKART shopping is the new medium of shopping with new demands of consumers. All customers have their own desires and demands for products so that it is very crucial for all online retailers to identify and know about their online consumer. Throughout the years, several strategies,

methods, remedies and theories have been accepted and tried by managers in order to achieve greater growth rates and profits for online shopping company. Online shopping has a wider scope on current market because now a days people don't have time to go to shopping. So, the change of strategies in online shopping is very essential. The idea of using Design Thinking in online shopping will help to improve the strategy of business as well as to solve the problem faced by customer while using online shopping.

DEFINE PROBLEM STATEMENT:

Design Thinking Stage	Interference
Define	<ol style="list-style-type: none">1. What are the problems faced by the consumer using online shopping?2. What are the solutions to be provided for the problem faced by the consumer using online shopping?

SCOPE

The aim of the study is to determine the customer satisfaction level in flipkart. To know about the purchase type people prefer

most, to find out the product purchased using flipkart. The study is conducted on sampling method of survey

OBJECTIVES

- To find out the satisfaction level of the customer for Flipkart purchase.
- To identify the respondent perception about Flipkart shopping.
- To find out the consumers' satisfaction level for services provided by the Flipkart.
- To analyse the possible factors that affect the buying from Flipkart.

LIMITATION

- The survey was limited to Coimbatore region only, so it cannot be generalized to all the cities.
- The sample size is limited to 120 customers only.

- Time is one of the major constraints.
- The study is based upon primary data, so

any wrong information given by the respondents may mislead the findings.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The

methodology section answers two main questions, how was the data collected or generated? **TOOLS USED**

- Percentage analysis
- Chi-Square
- ANOVA

REVIEW OF LITERATURE

Sathya bhama and Raga Prabha (2016)

The study discloses that customer satisfaction towards online shopping is coupled with gender, age, occupation, Area of residence, and cost of a recent purchase

Tandon, U., Kiran, R and Sah.A (2017)

The purpose of this study is to point out and explore the key determinants which influence the satisfaction of customers regarding online shopping in India. The findings of the study reveal that website functionality and perceived usefulness have a positive impact on customer satisfaction. The negative impact comes from perceived usability.

conveys that customers get a wide variety of products on their doorstep which is not available in traditional shopping. They have the option to choose the best options among various alternatives. They can place orders from anywhere at any time without indulging in a crowd. people always prefer online shopping over offline shopping because of its time-saving nature and also its feature of providing clear cut ideas about the size, brand, colour, quantity, and quality of the product.

MS.S. Subhashree (2019) The Author found in the study that the primary data has collected through questionnaire from 150 respondents. The study suggests that the Flip kart has to

Anamika S. Jain (2018) In her article she

improve better service to the customer, reduces delivery time and charges and improve proper security and transaction. The business activity to satisfy the consumer needs. The modern marketing leads to evolution of e-commerce business technology. That the buying and selling online product on internet

M. Maheshwari and A. Rahamathunisa (2020) The Author found in the study that Online shopping has a play very vital role in this 21st century as most of the person is busy with their daily work in life. In this

RESEARCH GAP

Customer Satisfaction on Flipkart include regional variations, demographic influences, comparative analysis with other e-commerce platforms, the evolving nature of customer satisfaction, the role of user-generated reviews, sustainability and ethics,

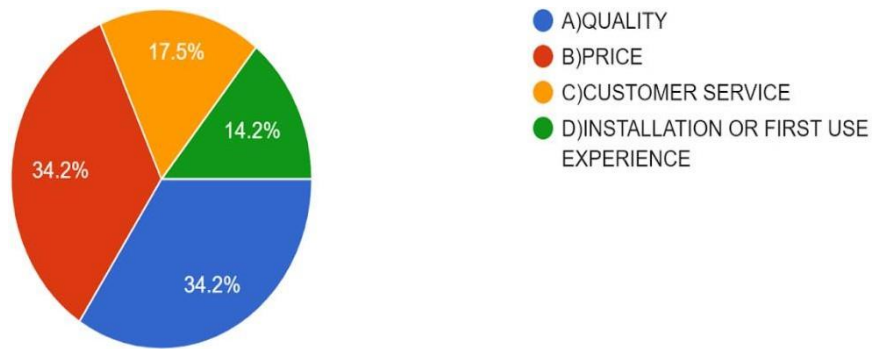
DATA ANALYSIS & INTERPRETATION

TABLE 1.1 WHAT IMPRESSED YOU MOST ABOUT FLIPKART?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE%
Quality	41	34.2%
Price	41	34.2%
Customer service	21	17.5%
Installation or first use experience	17	14.2%
Total	120	100

situation the online shopping is most conspicuous way to purchase daily needs and wants, home appliances, warranties consumer decided to buy product through internet. The objective is to examine about the profile of Flip kart, find the factors influencing the buying behaviour towards online shopping to offer findings and suggestion on the basis of search the product. And Both the primary and secondary data is used study of sample size of 50 respondents. The study mainly focused on consumer buying behaviour in the shopping mall.

product-specific satisfaction, and cross-border shopping experiences. Exploring these gaps can help shape a focused study tailored to your specific research objectives and available resources.



INTERPRETATION

In the above chart we are able to see that 34.2% of respondents are under the category of Quality, 34.2% of respondents are under the category of Price, 17.5% of

respondents are under the category of Customer service, 14.2% of respondents are under the category of Installation or first use experience.

TABLE 1.2 WHICH IS YOUR MOST PREFERRED E-COMMERCE WEBSITE?

	Observed N	Expected N	Residual
Flipkart	62	30.0	32.0
Meesho	25	30.0	-5.0
Amazon	18	30.0	-12.0
I do not use e-commerce website	15	30.0	-15.0
Total	120		

Test Statistics

Chi-Square	47.267 ^a
df	3
Asymp. Sig.	.000

a.0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

Highly satisfied	22	1.4545	.80043	.17065	1.0997	1.8094	1.00	4.00
Satisfied	65	2.2000	.88741	.11007	1.98801	2.4199	1.00	4.00
Dis-satisfied	21	2.2667	.91287	.19920	2.2511	3.0822	1.00	4.00
Highly Dis-satisfied	12	3.4167	.90034	.25990	2.8446	3.9887	1.00	4.00
Total	120	2.2667	1.01859	.09298	2.0825	2.4508	1.00	4.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	34.029	3	11.343	14.712	.000
Within Groups	89.438	116	.771		
Total	123.467	119			

INTERPRETATION

The above table indicates that 22% of the respondents says Highly satisfied, 65% of the respondents says

Satisfied, 21% of the respondents says Dis-satisfied and remaining 12% of the respondents says Highly Dis-satisfied.

FINDINGS

- Majority **34.1%** of the respondents are under the category of quality and price.
- Majority **62%** of the respondents preferred Flipkart.
- Majority 43% of the respondents purchased Home appliance.

- Majority 45% of the respondents are under the category of product review
- Majority 65% of the respondents says satisfied.

SUGGESTION

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

CONCLUSION

The study shows that the flipkart is performing well number of customers is increasing of day to day. The Flipkart has taken decision to improve the quality of product and also improve delivery on time, most of the customer has aware above product. Most of respondents are known about flipkart from Internet ads. Online Shopping is best instead comparing between with offline shopping. Most of them are completely aware of flipkart online shopping. People are more interesting in shopping through internet. Increasing

awareness towards use of internet satisfaction online shopping is a rise of standard of living; occupation and friends are attractive towards offers and low price of product on flipkart. Ecommerce mostly influence by marketing advertisement influenced like advertisement on internet, television and Newspaper, magazine, quality of product and brand and innovation impact on customer generally to buy online shopping. Most of the respondents are examine to have satisfied experience with the quality and online service of flipkart.

REFERENCE

1. <https://www.bigcommerce.com/blog/ecommerce/>
2. <https://notesmatic.com/2017/11/pestel-analysis-e-commerce-industry/>
3. <https://www.mbaskool.com/brandguide/it-technology/12882-flipkart.html>
4. <https://www.ijcem.org/papers12011/1201125.pdf>
5. <https://www.bigcommerce.com/blog/ecommerce/>
6. <https://notesmatic.com/2017/11/pestel-analysis-e-commerce-industry>
7. <https://en.wikipedia.org/wiki/Flipkart>
8. <https://www.mbaskool.com/brandguide/it-technology/12882-flipkart.html>
9. <https://archives.tpsindia.org/index.php/sipn/article/view/2774/2684>
10. <http://www.worldwidejournals.net/index.php/PIJR/article/view/894>