A STUDY ON CONSUMERS' ATTITUDE TOWARDS FLIPKART ONLINE SHOPPING IN VILLUPURAM DISTRICT

Bharath R[1], Venkatesh M[2]

[1]Assistant professor, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India.

[2]PG Student, Department of MBA, Paavai Engineering College, Namakkal, Tamil Nadu, India.

ABSTRACT

Online shopping provides a good example of the business revolution. e-commerce is currently experiencing a period of rapid development; the large number of Internet users provides a good foundation for the expansion of the online shopping market. In this study, perceived usability, perceived security, perceived privacy, perceived after-sales service, perceived marketing mix, and perceived reputation were used for analysis.

1. INTRODUCTION

Generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Easy access to internet has driven consumers to shop online. Globally more than 2.14+ people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations, clothing/shoes videos/games and other electronic products are the most popular items purchased on the internet. Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. Not only benefits but also risk is associated with online shopping.

Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business

2. OBJECTIVES OF STUDY

1. To investigate the influence of social media advertising on consumer awareness and brand perception.

2. To assess the effectiveness of online discounts and promotions in motivating consumers to make purchase decisions.

3. To examine the combined impact of social media advertising and online discounts on consumer shopping behaviour.

4. To identify the key demographic and psychographic factors that moderate the relationship between social media advertising and shopping behaviour.

5. To analyse the role of trust and authenticity in shaping consumer responses to social media advertising and online discounts.

3. RESEARCH METHODOLOGY

Research Design

Research Type

Exploratory Research

Start with exploratory research to gain a deep understanding of the subject, identify key variables, and refine research questions. This phase can involve a comprehensive literature review and preliminary data analysis.

Research Approach:

 Mixed-Methods Approach

Utilize both quantitative and qualitative research methods to capture a comprehensive view of the topic. Quantitative methods will help measure trends and patterns, while qualitative methods can provide in-depth insights into consumer perceptions.

Research Objectives:

Define clear research objectives that align with the study's scope and goals, such as assessing the impact of social media advertising and online discounts on consumer purchase decisions and brand loyalty.

Data Collection:

Survey Questionnaires

Design structured surveys to collect quantitative data from a representative sample of consumers. Include questions about their exposure to social media advertising, their response to online discounts, and their shopping behavior.

Online Analytics

Utilize data from online platforms and e-commerce websites to gather quantitative   information on consumer interactions with ads and discounts.

Data source

Data sources in research refer to the places or origins from which researchers obtain the data they need to conduct their studies or investigations. The choice of data sources depends on the research objectives, the type of data required, and the specific research methods being employed. Here are some common data sources in research:

Primary data:

Surveys and Questionnaires:** Researchers design and administer surveys or questionnaires to collect data directly from respondents. This data source is often used to gather information on opinions, preferences, behaviors, and demographics.

Interviews:

In-depth interviews involve one-on-one conversations between the researcher and the participant. Researchers can collect qualitative data and explore complex topics in detail.

Observations:

Researchers can observe and record behaviors, events, or phenomena in their natural settings. This method is common in fields like anthropology, psychology, and sociology.

Experiments

Experimental research involves controlled manipulation of variables to study cause-and-effect relationships. Data is collected through experimental designs.

Focus Groups:

Focus group discussions bring together a small group of participants to explore their attitudes, perceptions, and opinions on a specific topic.

Secondary data:

Published Literature:

Researchers access books, academic journals, articles, and other publications to gather existing data and information related to their research topic. Literature reviews often rely on secondary data.

Databases:

Various databases, such as government databases, academic databases (e.g., PubMed, JSTOR), and commercial databases (e.g., market research databases), provide ac

Historical Records:

Historical research may involve examining documents, archives, and records from the past, such as diaries, letters, newspapers, and official records.

Online Sources:

The internet offers a vast array of data sources, including websites, social media platforms, and online repositories. Researchers can gather data from online surveys, forums, and publicly available datasets.

4. ANALYSIS & INTERPRETATIONS

Table. 1 Trust And Perception Factors On Consumer Shopping Behavior

Descriptive Statistics			
	Mean	Std. Deviation	N
DEPANDENTVARIABLE	3.3079	.63792	109
TAPFCOMPUTE	3.3972	.87615	107

Table.2

Correlations		DEPANDENTVARIABLE	TAPFCOMPUTE
DEPANDENTVARIABLE	Pearson Correlation	1	.647**
	Sig. (2-tailed)		.000
	N	109	107
TAPFCOMPUTE	Pearson Correlation	.647**	1
	Sig. (2-tailed)	.000	
	N	107	107
**. Correlation is significant at the 0.01 level (2-tailed).			

Hypothesis test for the correlation data between " CONSUMER BUYING BEHAVIOR" and " TRUST AND PERCEPTION FACTORS " at a 95% significance level (alpha = 0.05). Here's the process:

Hypotheses

Null Hypothesis (H0): There is no significant correlation between " CONSUMER BUYING BEHAVIOR" and " TRUST AND PERCEPTION FACTORS " in the population ($\rho = 0$).

Alternative Hypothesis (Ha):** There is a significant correlation between " CONSUMER SHOPPING BEHAVIOR " and " TRUST AND PERCEPTION FACTORS " in the population ($\rho \neq 0$).

Interpretation of Hypotheses:

- H0 suggests that there is no true correlation between the two variables in the population.
- Ha suggests that there is a correlation between the two variables in the population.

Significance Level (Alpha):** $\alpha = 0.05$ (95% confidence level).

Test Statistic: Pearson's correlation coefficient (r), which is approximately 0.647 in your data.

Decision:

- If |r| > 1.984, we will reject the null hypothesis.
- If |r| ≤ 1.984, we will fail to reject the null hypothesis.

Calculation:

- |0.647| ≈ 0.647 (from your data)

Since 0.647 (the absolute value of the correlation coefficient) is greater than 1.984, we reject the null hypothesis.

Interpretation and Inference:

Based on the analysis, at a 95% significance level ($\alpha = 0.05$), we have enough evidence to conclude that there is a significant positive correlation between "CONSUMER SHOPPING BEHAVIOR" and " TRUST AND PERCEPTION FACTORS " in the population. In other words, the null hypothesis (H0) is rejected.

5. FINDINGS

➢ Frequency of purchase is more among Men. Word of mouth was more influential in promotion as many people was made aware by their friends.

➢ Most of the customer are satisfied with the services of Flipkart and are willing to recommend them to make purchases from Flipkart.

➢ Except packaging and warranty, all others are considered important in the decision making of online purchases.

➢ Almost all the factors that Flipkart is focusing onto are of high importance to the customer.

➢ The commercials used by Flipkart are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind

6. SUGGESTIONS

➢ Flipkart has successfully placed itself into the prospects mind making it the India's largest online store with huge range of products.

➢ Flipkart still needs to work on their core competence that is books and stationery items. With the entry of Amazon.com it will be a huge competitive market.

➢ Flipkart and hence will have to position itself better, as we still see that huge percentage of females are still unaware of Flipkart. Those females who purchase, has a very less frequency which has remained unchanged.

- The customer needs to get aggressive at providing better services which can be fulfilled by reducing the delivery time, selling second hand products which will increase consumers' affordability much more and enhance penetration into the market.
- Flipkart retail stores which can give an access to consumers to feel and analyse the products, which will help them win the consumers faith.
- Price will still be a factor as amazon being a huge company will use its economies of scale to remove their competitors from the market; therefore, they need to be more competitive on that aspect. Be very focused on consumers and build amazing experiences for the customers.

7. CONCLUSION

The analyses conducted on the dataset have provided valuable insights into the relationships and variations in the variables under investigation. These findings have important implications for understanding the factors influencing the dependent variable ("depandentvariable") and the potential impact on our research or domain of interest.

Overall Implications

These findings provide a foundation for further exploration and decision-making in your specific domain or research context. The positive correlations and regression results suggest that "SMACOMPUTE," "DADCOMPUTE," and "TAPFCOMPUTE" are meaningful variables in relation to "DEPANDENTVARIABLE." The one-way ANOVA underscores the importance of group differences.

8. REFERENCE

[1] Blosch, M. (2000). Customer knowledge, knowledge and Process Management

[2] Butler, P. and Peppard, J, (1998), "Consumer purchasing on the internet: Processes and prospects", European Management Journal, vol. 16, no. 5, pp.600-610.

[3] Charles H. Trepper. (1998). E-commerce strategies, USA: Microsoft.

[4] Hamid, N. R. A., & Kassim, N. (2004). International technology as a tool in customer relationship management. Journal of America Academy of Business

[5] Jarvenpaa, S.L. and Todd, P.A., "Consumer Reactions to Electronic Shopping on the World Wide Web",International Journal of Electronic Commerce, Vol. 1, No. 2: 59-88, 1997.

[6] Kesh, S., Ramanujan, S. and Nerur, S. (2002) "A framework for analyzing ecommerce security", Information Management & Computer Security, 10 (4)pp. 149-458