A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING THROUGH FLIPKART

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ABSTRACT

The internet has changed the way people shop. Earlier it was just going to the market or the main area of the city to shop. After the dot-com boom and the rapid rise of the use of the internet, people can now shop online from their homes without leaving their comfort zone. The internet is not only used for communication but also for various purposes like reading news, education, entertainment and surfing and above all for shopping. Certain characteristics of the internet make shopping convenient consumers. The main aim of this paper is to identify the consumer perception towards online shopping through Flipkart.

Keywords: Online shopping, consumer perception etc.

INTRODUCTION

Founded in October 2007, Flipkart is one of India's leading electronic commerce marketplaces, with headquarters in Bengaluru. The online store was founded by Sachin Bansal and Binny Bansal and the company initially started as an online bookshop. Later, as the company's popularity grew, it also started selling other products such as music, movies and phones. As the E-shopping revolution gained moment in India, internet store is grown at an accelerated pace and added several new product ranges to their it portfolio. As of now, the company offers more than 80 million products spread across more than 80 categories such as mobile and accessories items, computers and accessories items, footwear, laptops, books and e-books items, home appliances things, clothes and accessories products, sports and fitness products, electronic goods products, baby care products, games and toys, jewellry items, etc.

Objectives of the study

- To study the category of product buying through online.

Review of literature

Manali Khaniwale (2015) has driven an examination of consumer buying behaviour. In the examination is uncommonly essential in the field of promoting as it makes firms fabricate more astute advertising frameworks by getting a comprehension of what impacts the fundamental initiative of customers. The purpose of this paper is to separate the speculative

pieces of customer obtaining conduct and the parts that sway it. This paper is like manner reviews the connection between purchaser buying conduct and the segments that sway the customer's purchasing strategy and buying decision.

Zan Mo et al (2015) have made an article on the effect of online reviews on consumer purchase behaviour. The study kept an eye on in solicitation to understand the effect of online overviews on buyer purchase lead, more than 400 Taobao shops' online reviews are accumulated. In light of Stimulus-Organism- Response Model (S-O-R) appearthis paper considers the effect on purchaser purchase lead as shown by online studies of experience items from another perspective of buyer learning. The results show that the positive studies, depicting ratings, picture reviews, appended overviews and total studies influence client purchase leads. The moderate reviews, negative studies, collaborations rating and organization rating are not significant in the results. Finally, this paper propels recommendations and outline.

Research methodology

The study is based on both primary and secondary data. Primary data have been collected from customers of online shopping in Thoothukudi. Secondary data have been collected from various journals. The statistical tools used for this study is Friedman test.

Analysis and data interpretation

Product category of buying

The study made an attempt to know about the product category they are buying through online. In order to analyse Friedman test was used. The test is used to find out the significant differences among mean ranks with regard to the product category buying through online. The following null hypothesis is framed.

H_0 There is no significant difference among mean rank towards the product category buying through online shopping.

FRIEDMAN TEST FOR SIGNIFICANT DIFFERENCE AMONG MEAN RANK TOWARDS CATEGORY OF PRODUCT BUYING THROUGH ONLINE

Sources of informat	Mean Rank	Rank	Chi-Squar Value	P Value
Apparels	3.19	II		
Electronics goods	2.97	I		
Accessories	3.86	IV		
Household goods	3.78	III	595.736	<0.001**
Cosmetics	4.07	V		
Food items	4.83	VI		
Luxurious goods	5.31	VII		

Source : Computed primary data

Note : ** Denotes significant at 1% level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence It is concluded that there is a significant difference among mean ranks towards category of products buying through online. The data regarding category of buying is collected in the form of rank data so, the least score got the first rank. Based on the mean rank Electronic goods (2.97) is the most preferred product category buying through online followed by Apparels (3.19), and Household goods (3.78) with Ranks II and III. Accessories got IVth rank with a mean score of (3.86). V[th] rank goes to cosmetics and six and seventh rank goes to Food items and luxurious goods respectively with mean score of (4.83) and (5.31). from the above

analysis it is proved that the most preferred product category bought through online is Electronics goods.

Conclusion

In this study clearly understood that customers perception and buying behaviour favorable for online shopping and it is influenced by the establishment of internet access, connectivity, availability and user friendly. The result of this study shows that, based on the mean rank electronic goods is the most preferred product category brought through online followed by apparels and household goods. So, most of the consumer preferred electronic goods.

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