



## ONLINE SHOPPING – CONSUMER BEHAVIOUR ANALYSIS ON BIG BILLION DAYS OF FLIPCART

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### RESEARCH ARTICLE



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#### Abstract

Flipkart has come a long way. From being a mere start-up with little knowledge and experience to being India's number one e-commerce company. It has seen a major shuffle and reshuffle in its core management team as well. When Flipkart began its Big Billion Day Sale in 2014, there were many fax-paus. The major reasons behind the failure of the sale could be grouped under three broad heads-inherent faults, trade related malpractices, and the fierce competition. The inherent faults are technical issues, low inventory management, and improper planning and execution were among the major reasons for its failure. Other issues were trade related malpractices like fake deals, price changes, no refunds or cancellations and finally the Competition from the big rivals like Amazon, Snapdeal etc. Disgruntled shoppers were brutal in their criticism of the sale on social media. Some even pointed out that the rival firms Amazon and Snapdeal, were offering products at cheaper prices than Flipkart.

**Keywords:** *Snapdeal, E -loyalty, Big-billion Day, Disgruntled Shoppers, Heuristics*

#### Introduction

The paper seeks to understand the attitude of consumer and competitiveness to such online sales, particularly with reference to e-satisfaction and e-loyalty. The case study seeks to understand mainly on customer satisfaction, customer attitudes, preferences and choice; understand heuristics involved in consumer decision-making; and understand possible firm strategies based on a thorough analysis of behavioral influencers of customer decisions. Online shopping is emerging very fast in recent years. In this contemporary world customer's loyalty depends up on the consistent ability to deliver quality, value and satisfaction. Some prefer for onlineshopping, some for offline and many go for both kind of shopping. The attention of the study is on the Consumer's choice to shop on internet and at the traditional stores at the information gaining Period.

The study attempts to investigate the factors behind the huge shift in the shopping patterns from offline to online shopping specially during the pandemic of COVID-19. The study also tries to know the experience of consumers while purchasing from online discounts by studying about the consumer preferences towards big billion day sales during 2019-21.

#### Statement of the Problem

The Indian economy as a whole and its consumer market is currently undergoing a major change as a result of emerging e-commerce platforms. Online shopping platforms like Flipkart, Amazon etc. significantly influence consumer behaviour and preferences through their marketing strategies, particularly during this pandemic. Furthermore, online shopping platforms currently capture most of the consumer market using strategies like discounts and sales, which greatly affect traditional offline stores. In this context, the current study attempts to explore the shifting trends in consumer preferences towards different commodities during the "Big Billion DaySales" sales campaign of the India's major e-commerce platform Flipkart.

#### Objectives

Specific objectives of the study are following

1. To study the growth of online shopping platforms in India and their impact on theeconomy.
2. Analyse consumer responses to commercial promotions like Flipkart's "Big Billion DaySales" during the pandemic and its impact on consumer preferences.

#### Methodology of the Study

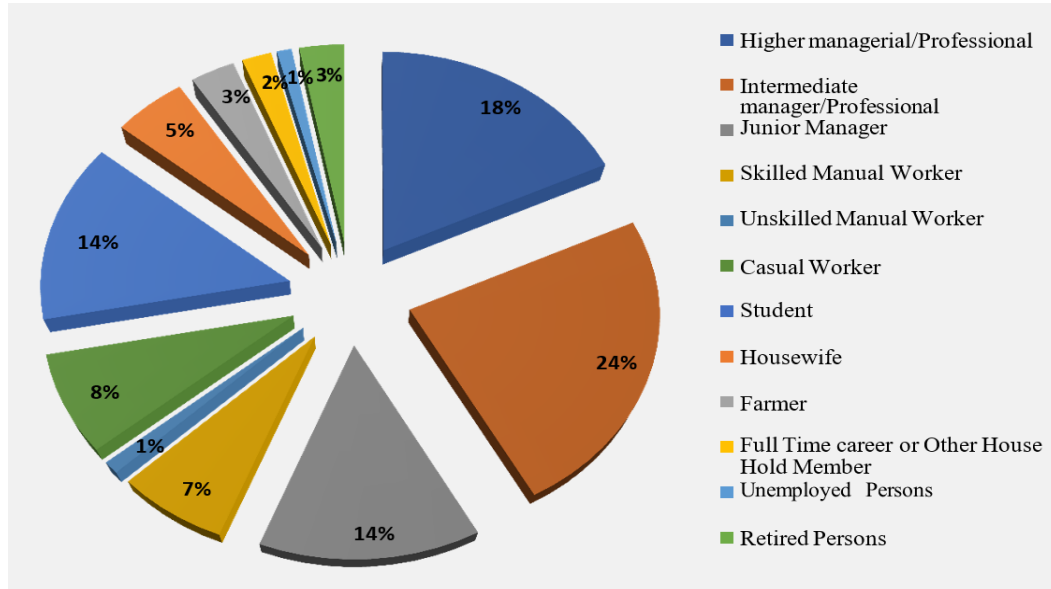
The study is a fundamental research which is trying to interpret the reasons for the shift in the consumer behaviour. The study

has been done using primary as well as secondary data. The primary data is collected from questionnaire from the residents of Kerala. The method is correlation analysis between income of individuals and their spending on big billion-day sales.

**Primary Data Analysis and Interpretation**

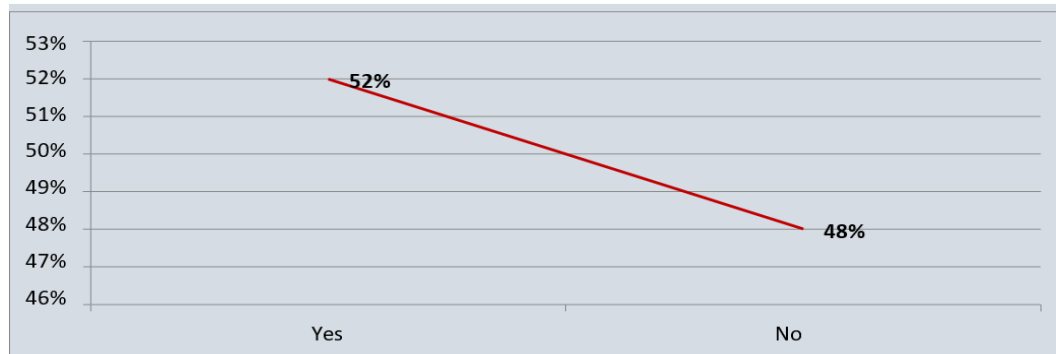
The study was done using an interview schedule containing questions pertaining to consumer behaviour of big billions day sales of Flipkart. A total 100 respondents were selected for the study.

**Occupational Analysis**



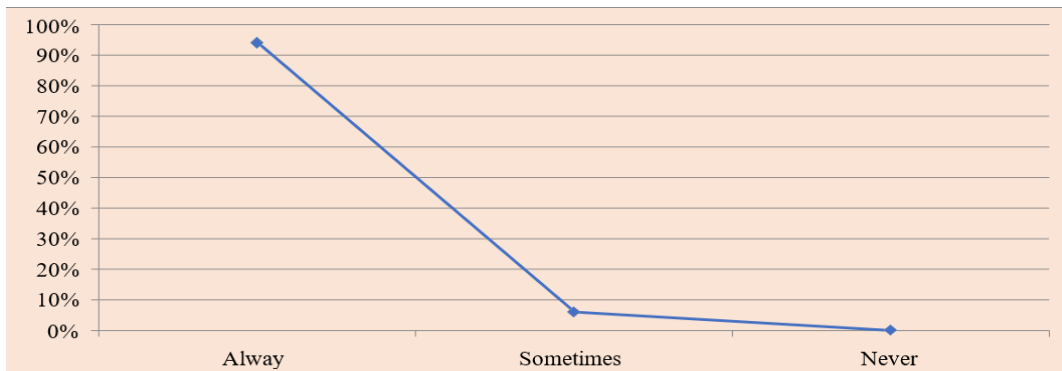
The given diagram shows that highest number of respondents were (24%) professionals and lowest number of respondents (1%) were unemployed or unskilled workers.

**Number of People were Purchased from Big Billion Days Sales Flipkart During 2019-2021 Period**



This table shows that majority (52%) of people were purchased from Big billion Days sales Flipkart during 2019-21 period and lowest (48%) number of respondents were never purchases from big billion days sales Flipkart.

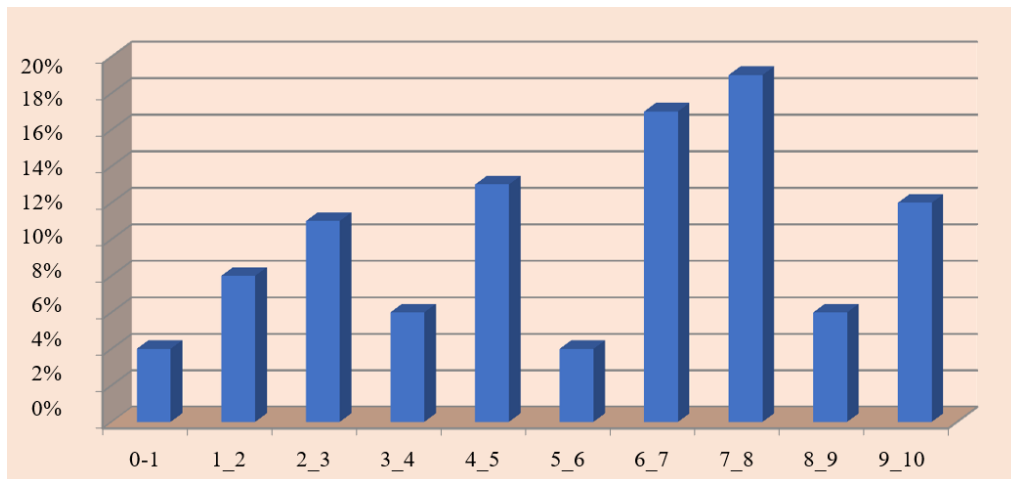
**Analysis of Checking Reviews and Rating before Choosing a Product**



In the above table show that the majority of people were (94%) were check the reviews and ratings before choosing a product

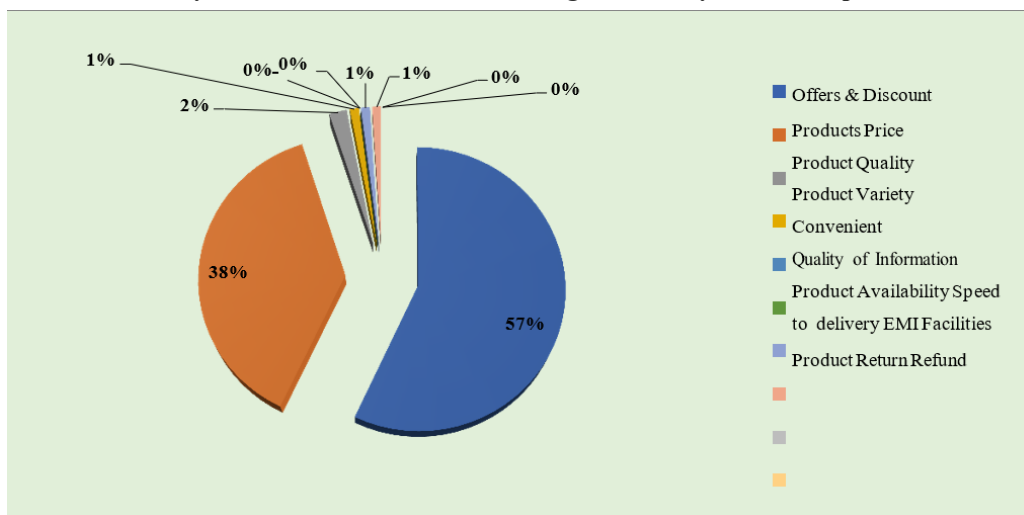
and lowest number (6%&0%) of respondents were check the reviews and ratings in sometimes and never.

**Analysis on the Rating of Buying Product from Online Platform**



This given table show that the majority of respondents (19%) in the level of 7-8 on the scale, i.e.,the people were gives good ratings in the buying of products from online platforms. And the lowest number of respondents (4%) gives rating on 0-1 as very poor.

**Analysis the Factors Attracted that Big Billion Day Sales of Flipkart**



Given diagram show that the majority of respondents (57%) were attracted the offers & discounts in the big billion day sales. And smallest numbers of respondents (1%) were attracted product variety, product availability, speed to delivery etc....

**Analysis The Category of Commodities Purchased from Big Billion-Day Sales of Flipkart during 2019-22**

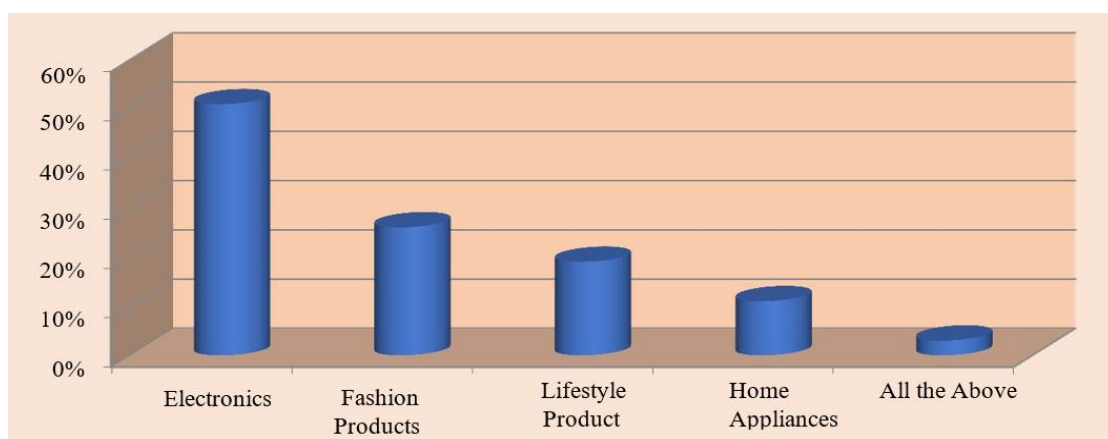
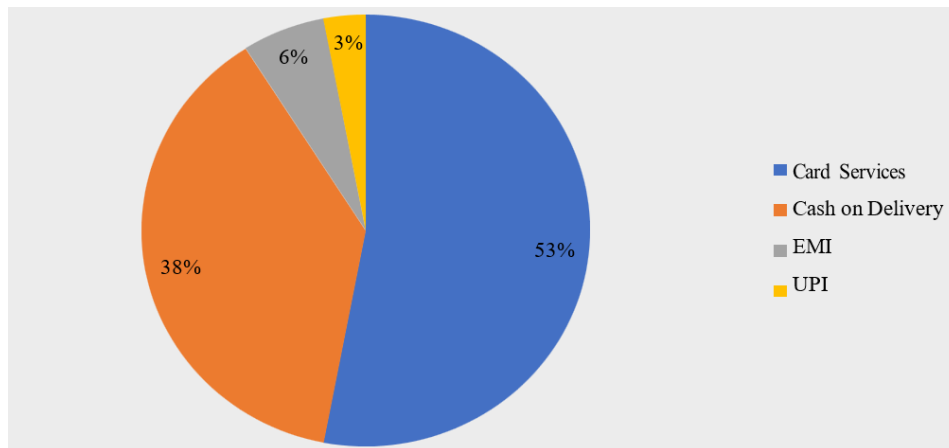


Diagram shows that the majority (51%) of respondents were electronics commodities purchased from Big Billion Day sales of

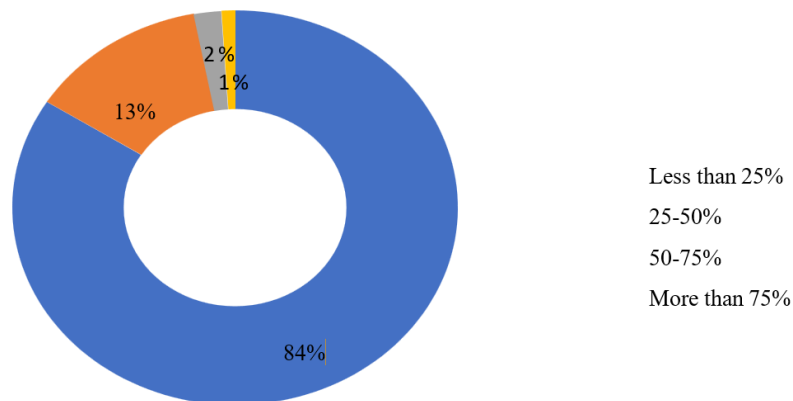
Flipkart during 2019-22. And smallest number (3%) of respondents were purchased all the above commodities from Big billion day sales of Flipkart.

**Analysis Mode of Payment**



In the above diagram show that the majority of respondents (53%) using cards services on the mode of payment of online shopping. And smallest numbers of respondents (3%) were using UPI mode payments.

**Analysis Share of Income Actually Spend on Big Billion Day Sales During 2019-22**



Given diagram show that the majority of respondents (84%) were actually spent less than 25% of their share of income on Big Billing Day Sales during 2019-22 period. And smallest number of respondents (1%) actually spent more than 75% of their income on Big Billion Day sales

### Findings of the Study

1. Most of the respondents (36%) are belongs to the income group of more than 50k.
2. Majority of respondents (24%) are engaged in professional occupation.
3. Lowest number of respondents (1%) are Unemployed and unskilled.
4. Most of the respondents (54%) are using online shopping more than 3 years.
5. Majority of the respondents (52%) respondents are using Big Billion Day sales of Flipkart during 2019-22.
6. Most of the respondents are influenced product price and quality of product while online shopping.
7. Majority of respondents are always check reviews and rating before choosing a product.

### Suggestions

1. Customers are attracted when more competitive process are provided.
2. Online shopping sites must increase the security for online payment.
3. More attractive offers on products can also attract more customers.
4. Measures are to be taken in order to avoid delivery of duplicate products.
5. Methods which reduce delivery of damaged products are necessary.

### Conclusion

The study entitled “A study on consumer behavior towards online shopping: A case study of Big Billion Day Sale of Flipkart” has been conducted to analyse and evaluate consumer behavior towards online shopping. The study very well has been conducted by collecting primary data with the help of a structured questionnaire from 100 respondents. The collected primary data have

been analysed and interpreted with help of ratios and percentages and the analysis is presented in the form of tables and charts. After completing the project, it is revealed that customers are somewhat satisfied with online shopping. Some corrections in the facility can provide complete satisfaction of customers. Online shopping sites provide a big platform to customers for shopping and they are able to save time by shopping online. By removing the online frauds, a high place in the mind of customers are created for online-sites. Customers need delivery of good quality products to be fast, a wide range of products and competitive prices are found to be the main factor that attracts people towards online shopping, more improvements in this two field are attracting people more. Online shopping plays an important role in the mind of customers.

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**Competing Interest:** No

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