

“A STUDY ON FACTORS INFLUENCING E-SHOPPING PURCHASE INTENTIONS WITH REFERENCE TO FLIPKART”

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ABSTRACT

In today's dynamic business environment, employee retention is crucial for an organization's financial stability and competitiveness. Retaining employees is essential for the long-term growth and productivity of an organization. Employee retention strategies aim to motivate and encourage employees to stay with the company and maximize their potential for the organization's profitability and progress. Proper employee retention strategies can lead to increased employee effort, resulting in better performance, higher sales, and increased customer satisfaction. Effective employee retention strategies are necessary for businesses to succeed in today's competitive market.

INTRODUCTION

E-commerce has emerged as a crucial aspect of modern business, with online shopping becoming increasingly popular. In this context, understanding factors that influence consumers' purchase intentions on e-commerce platforms is critical. Flipkart, India's largest e-commerce platform, has played a crucial role in shaping the country's online retail landscape. This study aims to identify and analyse the factors that influence consumers' purchase intentions on Flipkart, providing insights into consumer behaviour and preferences in the Indian e-commerce market.

REVIEW OF LITERATURE

- **Measuring consumer perception of social media marketing activities in ecommerce industry: Scale development & validation. Mayank Yadav; 1 June 201,** This study has limitations that present opportunities for further research, including testing the reliability of the perceived SMMA scale in different contexts and exploring perceived SMMA dimensions in individualistic countries. Future research should examine the predictive validity of perceived SMMA and investigate its causes and effects. Additionally, demographic parameters could be considered as moderating variables.
- **Comparing Customer Attitude towards Amazon and Flipkart in Patna Priyanka Kumari December 2020** -- This study basically Flipkart is perceived as having a better reputation among Patna consumers than Flipkart. To keep up with its rival, Flipkart must make improvements in five areas where it falls short. Both of them must maintain attention on the beliefs and priorities of consumers because consumer attitudes can change over time.
- **Influence of Website cues with the mediating effect of E-Trust on the relationship among Perceived Interactivity, Visual Product Presentation and Intention to Purchase Bharathi Reddy p. 2117,** The study revealed that there is a knowledge gap in customer classification, and future studies should focus on the Indian context, considering the impact of customs and ethnicity.

Researchers may need to conduct case-based studies on individual websites due to legal restrictions on creating enthused websites. Demographic factors such as age, gender, and family relations can also pose challenges in discerning purchasing intentions.

- **An analytical study on online consumer buying behaviour with reference to eshopping portals (B2C) Dr. Atul 3, March 2021,** This study explores factors that influence consumers' intention to shop online, including ease of use, time and effort savings, and avoiding physical locations. Positive attitudes towards online shopping are influenced by factors such as self-image and the perception of online shopping as a beneficial tool for transactions.
- **Customer Satisfaction towards Online Shopping from Flipkart: With Special Reference to Raipur City Srishti Dixena 12, December-2018** -- This paper more convenient, consumers are turning more and more to online shopping, and they are searching for fast services, high-quality items, customer services, and security. The confidentiality of the payment process. According to the report, undergraduate students who are between the ages of 20 and 30 are the ones who are most knowledgeable about purchasing on Flipkart.

According to this report, Flipkart offers the greatest online buying experience. The investigation on the various facets of customers' satisfaction with Flipkart's online purchasing.

OBJECTIVES

- 1.To the factors which will influence the purchase intention in online shopping.
- 2.To measuring the customer satisfaction of online shopping over the physical store
- 3.To access previous online shopping experience of customer as an impact on existing purchase intention on customer

HYPOTHESIS:

- H0: There is no significant relationship between customer satisfaction and online shopping. H1: There is a significant relationship between customer satisfaction and online shopping.
- H0: There is no significant relationship between brand image and online purchase intention of the customers.
- H1: There is a significant relationship between brand image and online purchase intention of the customers.

DATA AND METHODOLOGY

- **SAMPLE SIZE:** This sample size chosen for the study is 200.
- **SAMPLING TECHNIQUE:** The sampling technique chosen for the study is simple random technique. The subset of a population sampling is chosen at random sampling each person in the population has an exact equal probability of getting chosen using this sampling technique.

Hypothesis testing:

H0: There is no significant relationship between customer satisfaction and online shopping. H1: There is a significant relationship between customer satisfaction and online shopping.

DATA ANALYSIS

Table showing the customer satisfaction and online shopping. Anova: single factor.

Anova:
single
factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Column 1	190	444	2.336842105	1.526148705
Column 2	190	499	2.626315789	1.071261487

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	7.960526316	1	7.960526316	6.12958734	0.013731	3.866177
Within Groups	490.9105263	378	1.298705096			
Total	498.8710526	379				

This above table show the analysis of relationship between customer satisfaction and online shopping. Since the p value is <0.05 that is 0.01 hence, H₀ is rejected by accepting H₁ that is There is a significant relationship between customer satisfaction and online shopping.

FINDINGS:

After conducting the research, it was discovered that most employees in the Flipkart organisation are happy with the training practice. Regarding the Flipkart organization, females are 54% in the organization. From the survey, we can infer that majority of employees have experience, between 18-25yrs. Out of 200 respondents 25% belong to postgraduate, 48.5% are graduates. Out of 200 respondents 52 respondents strongly disagree that they often do online shopping, out of 200 respondents about 43 respondents uses Flipkart for online purchase.

CONCLUSION:

E-commerce, also known as electronic commerce or internet commerce, is the purchase and sale of goods and services over the internet, as well as the transfer of money and data to complete these transactions. E-commerce is frequently used to refer to the online sale of physical products, but it can also refer to any type of commercial transaction that is facilitated by the internet. Whereas e-business encompasses all aspects of running an online business, e-commerce focuses solely on the exchange of goods and services. The first ever online sale occurred on August 11, 1994, when a man sold a CD by the band Sting to a friend via his website Net Market, an American retail platform.

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