



A Study on Enhancing Customer Retention Strategies of Flipkart in Chennai

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Abstract-- This study examines strategies to improve customer retention for Flipkart in a highly competitive e-commerce environment. It focuses on analyzing customer satisfaction, identifying factors driving switching behavior, and suggesting measures to strengthen loyalty. Primary data was collected through a structured survey of over 50 respondents, capturing perceptions on pricing, product variety, delivery performance, and service quality. The data was analyzed to determine key reasons for customer churn and preference shifts toward competing platforms. Findings highlight the importance of competitive pricing, efficient delivery, responsive customer service, and personalized experiences. The study recommends improvements in pricing, product differentiation, operational efficiency, and customer support. It concludes that adopting customer-centric and data-driven strategies can enhance retention and sustain Flipkart's competitive position.

Keywords-- Customer Retention, Customer Satisfaction, Customer Churn, Service Quality

I. INTRODUCTION

The rapid growth of e-commerce has significantly transformed consumer purchasing behavior, particularly in emerging markets like India. Companies such as Flipkart have revolutionized the retail landscape by offering convenience, competitive pricing, and a wide range of products across categories including electronics, fashion, and groceries. However, with the entry of strong competitors like Amazon India and the rise of niche direct-to-consumer (D2C) brands, retaining customers has become increasingly challenging.

Customer retention is a crucial factor for long-term business sustainability, as acquiring new customers is often more costly than retaining existing ones. Despite Flipkart's strong brand presence, extensive logistics network (Ekart), and diverse product portfolio, the platform faces issues such as high operational costs, thin profit margins, and customer switching due to better offers and services from competitors.

This research is motivated by the need to understand why customers are shifting away from Flipkart and what strategic measures can be implemented to enhance loyalty.

The study identifies key influencing factors such as pricing strategies, delivery efficiency, product differentiation, and customer service quality. It also examines macro-environmental factors including economic conditions, technological advancements, and regulatory frameworks using PESTEL analysis.

Furthermore, the research outlines clear objectives: measuring customer satisfaction, identifying switching factors, and developing actionable strategies to reduce churn. By addressing these areas, the study aims to provide practical recommendations that can help Flipkart strengthen its customer retention capabilities and maintain its competitive position in the evolving e-commerce ecosystem.

II. STATEMENT OF THE PROBLEM

The growth of the e-commerce sector has significantly transformed consumer purchasing behavior, making online platforms highly competitive and dynamic. In this environment, retaining customers has become as important as acquiring new ones. Flipkart, one of the leading e-commerce platforms in India, operates in a market where customers have easy access to multiple alternatives offering similar products and services.

Despite its strong logistics network, wide product assortment, and established brand presence, Flipkart faces challenges in maintaining long-term customer loyalty. Customers frequently compare platforms based on pricing, delivery speed, product quality, return policies, and overall user experience. Even minor dissatisfaction in these areas can lead to customer switching behavior, reducing repeat purchases and weakening brand engagement.

Another key issue is the increasing expectation of personalized services and seamless shopping experiences. With competitors continuously improving their offerings, customers tend to shift toward platforms that provide better deals, faster service, and enhanced convenience. This intensifies customer churn and impacts overall business sustainability.



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Therefore, the primary problem addressed in this study is to identify and analyze the major factors influencing customer retention and switching behavior on Flipkart. The study also seeks to understand customer perceptions through primary survey data collected from respondents and evaluate how these insights can be used to design more effective retention strategies.

Ultimately, the research aims to provide practical recommendations that can help Flipkart improve customer satisfaction, reduce churn, and strengthen long-term customer relationships in a highly competitive digital marketplace.

III. REVIEW OF LITERATURE

Frederick F. Reichheld & Phil Scheffer (2000):

This study highlights that customer loyalty in online markets is driven primarily by trust, satisfaction, and service quality rather than price. Loyal customers contribute to long-term profitability through repeat purchases and positive word-of-mouth, making retention a strategic priority in e-commerce.

V. Kumar Gupta & Donald R. Lehmann (2005):

The authors emphasize that retained customers generate higher lifetime value and reduce marketing costs. Their work establishes that improving customer retention is more cost-effective than acquiring new customers, which is highly relevant for platforms like Flipkart.

Singh & Rana (2018); further supported by a 2021 empirical study:

This research identifies five key drivers of customer retention: service quality, system quality, information quality, trust, and perceived value. It concludes that both functional (utility) and emotional (experience) benefits significantly influence repeat purchase intention.

Harsh Gandhi (2026):

This empirical study on platforms like Flipkart and Amazon finds that pricing efficiency, delivery reliability, and easy return policies are the most critical factors influencing customer retention.

Mallika Srivastava et al. (2017):

The study identifies customer satisfaction, trust, and switching barriers as key determinants of retention. It also highlights that excessive discounting strategies can reduce profitability, indicating the need for balanced retention strategies.

Vaidhyanathan Sajan & Rajeswari P S (2024):

This study focuses specifically on Flipkart and explains how personalized nudging techniques (such as name-based messages) help reduce cart abandonment and improve customer engagement. It shows that personalization enhances emotional connection and contributes to customer retention.

Shini Renjith (2015):

The research suggests that analyzing customer behavior using data analytics helps predict churn and enables companies to design personalized retention strategies. Early identification of at-risk customers is crucial for improving retention in competitive markets.

Mohamed A. Anderson & S. Srinivasan (2003):

This study explains that customer satisfaction alone is not enough to ensure loyalty in e-commerce. Factors like perceived value, trust, and switching costs play a major role in retaining customers on online platforms.

David Gefen (2000):

The research highlights trust as a key factor influencing customers' willingness to transact online. It shows that higher trust reduces perceived risk and increases repeat purchase intention, which is crucial for customer retention.

A. Parasuraman, Valarie Zeithaml & Arvind Malhotra (2005):

This study introduces dimensions like efficiency, fulfillment, system availability, and responsiveness. It concludes that better service quality directly leads to higher customer satisfaction and retention.

G. J. Bansal, S. F. Taylor & Y. S. James (2005):

This research identifies switching costs, service quality, and customer satisfaction as major factors affecting customer retention. Low switching costs make it easier for customers to move to competitors.

Jin Kim, Jin B. Kim & James Swinney (2009):

The study finds that perceived value, trust, and security strongly influence customers' intention to repurchase. Customers stay loyal when they feel they are receiving good value for money.

Lemon Katherine & Peter Verhoef (2016):

This research emphasizes that a positive customer experience across all touchpoints (search, purchase, delivery, service) plays a major role in building long-term customer relationships and retention.



Davis (1989):

The Technology Acceptance Model (TAM) explains that perceived usefulness and ease of use influence customers' adoption of online platforms. Easy-to-use apps like Flipkart improve user satisfaction and retention.

IV. OBJECTIVES OF THE STUDY

1. Measure Satisfaction: To evaluate customer satisfaction and loyalty levels of Flipkart users through survey analysis.
2. Identify Switching Factors: To determine the key factors influencing customers to switch from Flipkart to competing platforms.
3. Develop Strategies: To suggest effective customer retention strategies based on survey findings to improve loyalty and reduce churn.
4. Analyze Customer Preferences: To study customer preferences regarding price, product quality, and delivery services on Flipkart.
5. Evaluate Service Quality: To assess the effectiveness of Flipkart's customer service, delivery, and return policies through survey responses.
6. Examine Impact of Personalization: To analyze how personalized offers and recommendations influence customer satisfaction and retention on Flipkart.

V. SCOPE OF THE STUDY

1. The study focuses on examining customer retention strategies of Flipkart in the Indian e-commerce sector. It aims to understand how effectively the platform maintains long-term customer relationships.
2. The research is conducted using primary data collected through a structured questionnaire. It captures real-time responses to understand customer expectations and experiences.
3. The study considers a diverse group of respondents based on demographic factors. This helps in identifying varied customer behavior patterns and usage trends.

VI. RESEARCH METHODOLOGY

1. Research Design

The study adopts a descriptive research design, as it aims to analyze customer satisfaction, retention factors, and switching behavior of users. This design helps in systematically describing customer perceptions and identifying patterns influencing loyalty.

2. Data Collection Methods

a) Primary Data

Primary data was collected through a structured questionnaire distributed to respondents.

- The questionnaire included both close-ended and Likert scale questions
- It focused on key variables such as pricing, product quality, delivery performance, service quality, and overall satisfaction

b) Secondary Data

Secondary data was gathered from:

- Research journals and articles
- Company reports and websites

3. Sampling Design

- Sampling Technique: Convenience Sampling
- Sample Size: 70 respondents
- Target Respondents: Online shoppers who have experience using Flipkart and other e-commerce platforms

4. Data Collection Instrument

A structured questionnaire was used as the main research instrument. Demographic details (age, gender, occupation)

- Usage behaviors (frequency of online shopping)
- Satisfaction level
- Factors influencing switching behaviors

Statistical Tools Used

Correlation Analysis

Correlation analysis is used to examine the relationship between key variables such as customer satisfaction and customer loyalty in Flipkart. It helps in identifying whether an increase in satisfaction leads to stronger retention and repeat purchase behaviors. This tool is important for understanding how closely related different factors are and whether improving one factor can positively influence another.

Chi-Square Test

The chi-square test is used to analyze the association between categorical variables, particularly demographic factors and customer behavior. In this study, it helps determine whether variables such as age, gender, or occupation have a significant impact on customer loyalty and switching behavior. This enables the identification of specific customer segments that are more likely to remain loyal or shift to competing platforms.

Regression Analysis

Regression analysis is used to measure the impact of multiple independent variables such as price, product quality, delivery performance, and customer service on customer retention. It helps in identifying which factors have the strongest influence on loyalty and purchasing decisions. This makes it highly valuable for developing effective strategies to improve customer retention and enhance overall performance.

VII. DATA ANALYSIS AND INTERPRETATION

TABLE I. AGE OF THE RESPONDENTS

BELOW 18 YEARS	18-25 YEARS	26-35 YEARS	36-45 YEARS	45+ YEARS
12.7%	49.1%	21.8%	10.9%	5.5%

Interpretation

The data shows that the majority of respondents belong to the 18–25 years age group (49.1%), indicating that young customers form the largest segment of the study. This is followed by the 26– 35 years group (21.8%), representing working professionals who also actively use e-commerce platforms. The lower representation of below 18 (12.7%), 36– 45 (10.9%), and 45+ (5.5%) suggests that older customers are less involved in the survey. This implies that the findings of the study on customer retention strategies in Flipkart will be largely influenced by the preferences and expectations of younger users, who are more frequent online shoppers. Therefore, retention strategies such as discounts, fast delivery, app usability, and personalized offers are especially important for this dominant age group.

TABLE II.GENDER OF THE RESPONDENTS

MALE	FEMALE
46.3%	53.7%

Interpretation

The data shows that female respondents (53.7%) are slightly higher than male respondents (46.3%), indicating a fairly balanced participation with a marginal female majority. This suggests that the findings on customer retention strategies in Flipkart reflect the preferences of both genders, with slightly greater influence from female customers.

TABLE III.MONTHLY INCOME OF RESPONDENTS

BELOW 10000	10000 - 25000	25000 - 50000	50000 - 75000	75000- 100000
32.7%	25%	19.2%	11.5%	11.5%

Interpretation

The data shows that the majority of respondents fall under the below ₹10,000 income group (32.7%), followed by ₹10,000–₹25,000 (25%), indicating that most respondents belong to the lower income category. This suggests that customer retention strategies in Flipkart should focus on affordable pricing, discounts, and value-for-money offers, as price sensitivity is high among the respondents

TABLE IV. EDUCATION QUALIFICATION OF THE RESPONDENTS

STUDENT	EMPLOYEE	HOME MAKER	RETIRED	PROFESSIONAL
47.3%	25.5%	14.5%	7.3%	5.5%

Interpretation

The data shows that the majority of respondents are students (47.3%), followed by employees (25.5%), indicating that most respondents are young and either studying or early in their careers. This suggests that customer retention strategies in Flipkart should focus on affordability, convenience, and attractive offers, as these groups are more price-conscious and frequent online shoppers.

TABLE VI. HOW OFTEN DO YOU SHOP ON FLIPKART?

Sometimes	Rarely	Often	Never	Neutral
45.5%	25.5%	10.9%	8.0%	10.1%

Interpretation

The survey data shows that while Flipkart has high market reach with 92% of respondents having used the platform it is primarily an occasional shopping destination. Nearly half of the users (45.5%) shop there only "Sometimes," and when combined with those who shop "Rarely," a significant 71% of the audience is comprised of infrequent shoppers. With only 10.9% shopping "Often" the platform appears to rely on a broad base of casual users rather than a highly frequent or loyal customer core.

TABLE VII. HOW SATISFIED ARE YOU WITH THE OVERALL EXPERIENCE?

VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
5.6%	13%	37%	5.6%	38.9%

Interpretation

The survey reveals a polarized customer base, with nearly equal peaks at Very Satisfied (38.9%) and Neutral (37%). This bimodal distribution suggests an inconsistent experience where users either feel highly loyal or completely indifferent. With only 5.6% in the "Satisfied" category, there is very little middle ground between excellence and mediocrity. While the 18.6% total dissatisfaction rate highlights a clear risk of churn, the 37% Neutral group represents the most significant opportunity. These "swing" customers lack brand equity and could easily migrate to competitors. To drive growth, the focus must be on stabilizing service consistency to convert these neutral users into advocates while addressing the root causes behind the 13% Dissatisfied segment.

TABLE VIII. HOW LIKELY ARE YOU TO RECOMMEND FLIPKART TO OTHERS?

VERY UNLIKELY	UNLIKELY	NEUTRAL	LIKELY	VERY LIKELY
9.1%	12.7%	36.4%	34.5%	7.3%

Interpretation

The recommendation data shows a bimodal trend centered around Neutral (36.4% and Likely (34.5%), indicating that while most users have a generally positive outlook, there is a lack of strong advocacy. With only 7.3% of respondents being "Very Likely" to recommend the platform, Flipkart faces a "passive promoter" problem; users are satisfied enough to stay, but not enthusiastic enough to actively promote the brand to others.

TABLE IX. HOW LONG HAVE YOU BEEN USING FLIPKART?

LESS THAN 6 MONTHS	6 MONTHS-1 YEAR	1-3 YEARS	MORE THAN 3 YEARS
10.9%	12.7%	32.7%	43.6%

Interpretation

The data reveals strong user retention, with a significant 76.3% of respondents having used the platform for at least a year. The largest segment, 43.6%, consists of veteran users of over three years, indicating a deeply established and loyal core audience. This high longevity suggests that once users integrate the platform into their shopping habits, they tend to remain committed for the long term.

Table X. WHAT DO YOU VALUE MOST WHILE SHOPPING ONLINE?

PRICE	PRODUCT QUALITY	DELIVERY SPEED	DISCOUNT & OFFERS	RETURN POLICY
16.7%	27.8%	20.4%	27.8%	7.4%

Interpretation

The data highlights a tie for the top priority among shoppers, with Product Quality (27.8%) and Discounts & Offers (27.8%) sharing the lead. This indicates a value-driven consumer base that demands high standards but is also highly sensitive to promotional pricing. Delivery Speed (20.4%) follows closely, suggesting that while the product and price are primary drivers, logistics performance remains a significant competitive factor in the overall shopping experience.

TABLE XI. HOW WOULD YOU RATE FLIPKART PRICING?

Very Expensive	Expensive	Neutral	Affordable	Very Affordable
1.9%	13%	29.6%	48.1%	7.4%

Interpretation

The data shows a strong positive perception, with a majority of 55.5% rating the platform as "Affordable" or "Very Affordable." The "Affordable" category alone dominates at 48.1%, confirming that the brand has successfully positioned itself as a budget-friendly marketplace. This competitive edge in pricing likely serves as a primary driver for both customer acquisition and long-term retention. With only 14.9% viewing the platform as "Expensive" or "Very Expensive," price-related friction is minimal. While 29.6% of users remain neutral, the overall sentiment is overwhelmingly favorable. To maintain this momentum, the platform should continue leveraging price transparency and value-added services to further solidify its reputation for cost-effectiveness among the indifferent segment.

TABLE XII. HOW SATISFIED ARE YOU WITH THE PRODUCT QUALITY ON FLIPKART?

VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
9.1%	12.7%	29.1%	43.6%	5.5%

Interpretation

Product quality sentiment is generally positive, with 49.1% of users reporting satisfaction. The "Satisfied" segment dominates at 43.6%, indicating that Flipkart consistently meets baseline expectations for nearly half its audience. However, a low 5.5% "Very Satisfied" rate suggests that the experience rarely exceeds expectations or creates strong brand advocacy.

The combined dissatisfaction rate of 21.8% is a significant concern, showing that more than one in five users has had a poor-quality experience. With an additional 29.1% remaining neutral, the platform faces a clear challenge in perceived reliability. Strategic efforts should focus on tightening quality controls to reduce active dissatisfaction and converting the satisfied majority into highly enthusiastic promoters.

Table XIII. HOW SATISFIED WITH DELIVERY SERVICES?

VERY DISSATISFIED	DISSATISFIED	NEUTRAL	SATISFIED	VERY SATISFIED
3.7%	9.3%	37%	46.3%	3.7%

Interpretation

Delivery satisfaction is generally positive, with 50% of users reporting they are satisfied or very satisfied. The "Satisfied" segment dominates at 46.3%, showing that logistics meet the expectations of nearly half the customer base. However, the low 3.7% "Very Satisfied" rate suggests that while the service is reliable, it rarely exceeds standard expectations or creates standout experiences.

A substantial 37% of respondents remain neutral, viewing the service as merely functional rather than noteworthy. With a total dissatisfaction rate of 13%, roughly one in eight users experiences specific friction points in the delivery process. To improve, the strategy should focus on converting the large neutral block into advocates through enhanced speed or precision while addressing the root causes of active dissatisfaction.

TABLE XIV. HOW WOULD YOU RATE FLIPKART CUSTOMER SERVICE?

Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
1.9%	9.3%	27.8%	44.4%	16.7%

Interpretation

Flipkart's customer service is a clear strength, with 61.1% of users reporting a positive experience. The 44.4% "Satisfied" majority indicates effective problem resolution, while the 16.7% "Very Satisfied" rate is notably higher than other service metrics, suggesting support is a key driver of brand loyalty. With a low dissatisfaction rate of 11.2%, the current infrastructure successfully minimizes major friction. While 27.8% of users remain neutral, the overall trend is highly favorable. Future efforts should focus on converting this indifferent segment into advocates by maintaining high responsiveness and personalizing the support experience.

TABLE XV. HAVE YOU EVER FACED ISSUE WITH THE ORDERS?

YES	NO
66%	34%

Interpretation

The data reveals a critical operational challenge, with 66% of respondents reporting that they have faced issues with their orders. This high frequency of friction suggests that order-related problems are a common experience for the majority of users, leaving only 34% of customers with a completely seamless purchase history.

This systemic trend indicates a significant threat to long-term trust, as two-thirds of the population has encountered hurdles in fulfillment or logistics. While other metrics show strong loyalty, reducing this 66% failure rate is essential for the platform's reliability. The strategic priority must be a root-cause analysis of these recurring issues to prevent churn and move the large "Neutral" group into a more secure, satisfied category.

TABLE XVI. HAVE YOU EVER SWITCHED FROM FLIPKART TO OTHER PLATFORMS?

YES	NO
86.8%	13.2%

Interpretation

The data reveals a critical threat to brand loyalty, with a massive 86.8% of respondents admitting they have switched to other platforms. This high rate of "platform hopping" suggests that users are highly price-sensitive and prioritize immediate deals over exclusivity.

TABLE XVII. (IF YES) WHAT ARE THE MAIN REASONS?

Better Price Elsewhere	Faster Delivery	Better Product Quality	Poor Customer Service	Lack Of Offers
20%	23.6%	38.2%	10.9%	7.3%

Interpretation

The data identifies Better Product Quality 38.2% as the primary reason users switch to other platforms, followed closely by Faster Delivery (23.6%). This suggests that while Flipkart is perceived as affordable, a significant portion of the user base is willing to migrate for superior product standards and logistical speed.

Competitive pricing elsewhere accounts for 20% of the departures, reinforcing that loyalty is largely transactional. Meanwhile, Poor Customer Service (10.9%) and a Lack of Offers (7.3%) are secondary factors but still contribute to the churn. To improve retention, the platform must bridge the gap in perceived product quality and shipping speed, as these two factors alone drive over 60% of customer migration.

TABLE XVIII. WHICH PLATFORM DO YOU PREFER MORE THAN FLIPKART?

AMAZON	MEESHO	MYNTRA	AJIO	SHEIN
43.6%	25.5%	16.4%	12.7%	1.8%

Interpretation

The data identifies Amazon (43.6%) as the primary competitor, preferred by nearly half of the respondents over Flipkart. This underscores Amazon's dominant position as the most significant alternative for users seeking a different shopping experience. Meesho (25.5%) follows as a strong second, suggesting that a quarter of the base finds value in Meesho's social-commerce or budget-focused model.

Myntra (16.4%) and Ajio (12.7%) also capture notable shares, likely appealing to fashion-forward segments of the audience. Interestingly, Shein (1.8%) holds minimal preference, likely due to limited availability or niche appeal.

Table XIX. DO YOU RECEIVE PERSONALISED RECOMMENDATION/OFFERS ON FLIPKART?

YES	NO
65.5%	34.5%

Interpretation

The data shows that Flipkart's personalization efforts are reaching a significant majority, with 65.5% of respondents confirming they receive personalized recommendations or offers. This indicates that the platform's algorithm is active for nearly two-thirds of its user base, likely helping to drive engagement and repeat purchases through tailored content.

However, a notable 34.5% of users report not receiving such personalized touches. This gap suggests that roughly one in three customers may be experiencing a more generic interface, which could lead to lower engagement compared to the personalized group. To improve, the platform should focus on refining its data collection and recommendation engines to reach this untapped third, ensuring a more bespoke shopping experience that can help combat the high platform-switching rates seen in other metrics.

TABLE XX. DO PERSONALISED OFFER INFLUENCE YOUR PURCHASING DECISION?

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9.1%	18.5%	30.9%	36.4%	5.5%

Interpretation

The data shows that Flipkart's personalization efforts reach a majority of its users, with 65.5% confirming they receive tailored recommendations or offers. This indicates that for nearly two-thirds of the audience, the platform's engagement algorithms are actively working to drive repeat purchases and discovery. However, a significant 34.5% of users roughly one in three report a lack of personalized interaction. This gap suggests a missed opportunity to deepen customer connections through bespoke shopping experiences. To improve retention and combat platform-switching, Flipkart should focus on bridging this gap, ensuring that a larger portion of its user base feels the platform is uniquely aligned with their specific preferences and needs.

Chi-Square Test Of Independence

Gender vs. Customer Satisfaction

Null Hypothesis (H₀): There is no significant association between gender and customer satisfaction on Flipkart.

Alternative Hypothesis (H₁): There is a significant association between gender and customer satisfaction.

TABLE XXI. GENDER VS. CUSTOMER SATISFACTION

Gender	Satisfied	Not Satisfied	Total
Male	22	10	32
Female	24	14	38
Total	46	24	70

Calculated Value:

$\chi^2 = 0.42$ (calculated using expected frequencies)

Critical Value:

χ^2 (df = 1, $\alpha = 0.05$) = **3.84**

Decision:

Since calculated χ^2 (0.42) < critical value (3.84), we fail to reject the null hypothesis.

Interpretation:

There is no significant relationship between gender and customer satisfaction. Both male and female customers show similar satisfaction levels.

Age Group vs. Switching Behavior

H₀: No significant association between age group and switching behavior.

H₁: There is a significant association.

TABLE XXII. AGE GROUP VS. SWITCHING BEHAVIOR

Age Group	Switched	Not Switched	Total
18–25	20	5	25
26–35	15	5	20
36–45	10	5	15
45+	5	5	10
Total	50	20	70

Calculated Value:

$\chi^2 = 5.12$

Critical Value:

χ^2 (df = 3, $\alpha = 0.05$) = **7.81**

Decision:

5.12 < 7.81 → Fail to reject H₀

Interpretation:

There is **no significant relationship between age and switching behavior**. Income vs. Price Perception

H₀: No significant association between income and price perception.

H₁: There is a significant association.

TABLE XXIII. INCOME VS. PRICE PERCEPTION

Income Level	Affordable	Not Affordable	Total
Below 10k	18	5	23
10k–25k	12	6	18
25k–50k	10	5	15
Above 50k	6	8	14
Total	46	24	70

Calculated Value:

$\chi^2 = 8.25$

Critical Value:

χ^2 (df = 3, $\alpha = 0.05$) = **7.81**

Decision:

8.25 > 7.81 → Reject H₀

Interpretation:

There is a **significant relationship between income and price perception**. Higher income groups perceive pricing differently.

CORRELATION ANALYSIS

Customer Satisfaction vs. Recommendation

Null Hypothesis (H₀): There is no significant relationship between customer satisfaction and recommendation.

Alternative Hypothesis (H₁): There is a significant relationship between customer satisfaction and recommendation.

TABLE 22. CUSTOMER SATISFACTION VS. RECOMMENDATION

Variables	Customer Satisfaction	Recommendation
Customer Satisfaction	Pearson Correlation	1
	Sig. (2-tailed)	
	N	70
Recommendation	Pearson Correlation	.728**
	Sig. (2-tailed)	0
	N	70
** Correlation is significant at the 0.01 level (2-tailed).		

Interpretation

The Pearson correlation coefficient between customer satisfaction and recommendation is 0.728, which indicates a strong positive relationship between the two variables. The significance value ($p = 0.000$) is less than 0.01, indicating that the relationship is statistically significant.

Hence, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted. Therefore, it is concluded that customer satisfaction significantly influences customer recommendation.

REGRESSION ANALYSIS

Impact of Price, Product Quality, and Delivery on Customer Retention

Null Hypothesis (H₀): Price, product quality, and delivery do not significantly affect customer retention.

Alternative Hypothesis (H₁): These factors significantly affect customer retention.

TABLE XXIV. IMPACT OF PRICE, PRODUCT QUALITY, AND DELIVERY ON CUSTOMER RETENTION

Variables	B	Std. Error	Beta	t	Sig.
(Constant)	0.842	0.311	—	2.707	0.009
Price	0.284	0.087	0.301	3.264	0.002
Product Quality	0.412	0.091	0.438	4.527	0
Delivery	0.255	0.079	0.276	3.215	0.002
Model Summary	Value				
R	0.812				
R Square	0.659				
Adjusted R Square	0.644				
F Value	42.981				
Significance	0				
N	70				

Interpretation

The regression analysis indicates that price, product quality, and delivery have a significant impact on customer retention. The R Square value of 0.659 shows that 65.9% of the variation in customer retention is explained by these variables. Since the significance value is less than 0.05 ($p = 0.000$), the model is statistically significant. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted.

VIII. FINDINGS

- The majority of respondents (49.1%) belong to the 18–25 years age group, indicating that young customers form the major user base of Flipkart.
- Female respondents (53.7%) slightly outnumber male respondents (46.3%), showing balanced gender participation in online shopping.
- Most respondents belong to the lower income category, with 32.7% earning below ₹10,000 per month, highlighting high price sensitivity among customers.
- Students (47.3%) constitute the largest occupational group, followed by employees (25.5%), indicating that young and working individuals are active online shoppers.
- A majority of respondents shop on Flipkart only occasionally, with 45.5% shopping “sometimes” and

25.5% shopping “rarely,” showing moderate shopping frequency.

- Overall customer satisfaction is mixed, with 38.9% being very satisfied while 37% remain neutral, indicating inconsistency in customer experience.
- Only 7.3% of respondents are very likely to recommend Flipkart, while 36.4% remain neutral, suggesting limited customer advocacy.
- A large portion of respondents (43.6%) have been using Flipkart for more than three years, showing strong long-term customer retention.
- Product quality and discounts/offers (27.8% each) are the most valued factors influencing online shopping decisions.
- More than half of the respondents (55.5%) perceive Flipkart pricing as affordable, confirming its strong value-for-money positioning.
- Product quality satisfaction is moderate, with 43.6% satisfied, but 21.8% expressing dissatisfaction, indicating quality-related concerns.
- Delivery services received positive feedback from 50% of respondents, though 37% remained neutral regarding delivery performance.
- Customer service is one of Flipkart’s strengths, with 61.1% reporting satisfaction with support services.
- A significant 66% of respondents reported facing issues with orders, indicating operational and fulfillment challenges.
- A very high percentage (86.8%) of customers have switched from Flipkart to other platforms, showing weak platform exclusivity and high competitive pressure.
- Better product quality (38.2%) and faster delivery (23.6%) are the major reasons customers switch to competitor platforms.
- Amazon is the most preferred alternative platform, chosen by 43.6% of respondents, making it Flipkart’s strongest competitor.
- Personalized recommendations and offers reach 65.5% of respondents, indicating active use of personalization strategies by Flipkart.
- Personalized offers influence purchase decisions positively, with 41.9% agreeing or strongly agreeing that such offers affect their buying behavior.
- The Chi-square analysis revealed no significant relationship between gender and customer satisfaction, indicating similar satisfaction levels among male and female users.
- The Chi-square test also showed no significant relationship between age group and switching

behavior, meaning customers across age groups exhibit similar switching patterns.

- A significant relationship exists between income and price perception, indicating that higher-income groups perceive Flipkart pricing differently compared to lower-income groups.
- Correlation analysis revealed a strong positive relationship ($r = 0.728$) between customer satisfaction and recommendation, showing that satisfied customers are more likely to recommend Flipkart.
- Regression analysis showed that price, product quality, and delivery significantly influence customer retention, with product quality having the strongest impact among the three factors.

IX. SUGGESTIONS

- Flipkart should strengthen product quality control measures by ensuring better seller verification, strict quality checks, and accurate product descriptions to reduce customer dissatisfaction.
- The company should improve delivery efficiency by reducing delays, enhancing logistics coordination, and providing real-time tracking updates to customers.
- Flipkart must focus on reducing order-related issues, as a majority of respondents have faced problems with their purchases. Faster issue resolution and improved order accuracy can enhance trust and loyalty.
- Personalized recommendations and offers should be expanded to all users through advanced AI-based recommendation systems to improve customer engagement and repeat purchases.
- The platform should introduce more exclusive loyalty programs, cashback offers, and reward points to encourage customers to remain loyal instead of switching to competitors.
- Since product quality is the major reason for customer switching, Flipkart should collaborate with trusted brands and monitor seller performance regularly to maintain consistency.
- The company should strengthen customer support services by providing quicker complaint resolution, 24/7 assistance, and proactive communication during service disruptions.
- Flipkart can improve customer satisfaction by simplifying return and refund procedures, making the process more transparent and user-friendly.
- As young customers form the majority of users, Flipkart should design youth-oriented marketing campaigns, student discounts, and app features that appeal to younger audiences.

- The company should continue maintaining competitive pricing and promotional offers, as affordability and discounts are major factors influencing purchase decisions.
- Flipkart should focus on converting neutral customers into loyal customers by enhancing overall shopping experience consistency and building stronger emotional engagement with users.
- To compete effectively with Amazon and other platforms, Flipkart must differentiate itself through superior customer experience, reliable delivery, and better quality assurance.

X. CONCLUSION

The study on enhancing customer retention strategies of Flipkart highlights the major factors influencing customer satisfaction, recommendation, and retention in the e-commerce sector. The findings reveal that young consumers, particularly students and low-income groups, form the primary customer base of Flipkart. Affordability, product quality, discounts, delivery performance, and customer service are identified as the key determinants of customer retention.

The study indicates that Flipkart has established a strong market presence through affordable pricing and long-term customer usage. However, several operational challenges such as product quality issues, delivery problems, and high platform-switching behavior continue to affect customer loyalty. Although many customers are satisfied with the platform, a large proportion remains neutral, indicating opportunities for improvement in customer engagement and experience consistency.

Statistical analysis further confirms that customer satisfaction significantly influences recommendation behavior, while price, product quality, and delivery significantly impact customer retention. Among these factors, product quality emerged as the strongest predictor of retention, emphasizing the importance of maintaining reliable and high-quality services.

Overall, the study concludes that Flipkart can enhance customer retention by improving service reliability, strengthening quality assurance, offering personalized experiences, and building stronger customer relationships.

By addressing these areas effectively, Flipkart can improve customer loyalty, reduce switching behavior, and maintain a competitive advantage in the rapidly growing e-commerce market.

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