

A STUDY ON CUSTOMER SATISFACTION TOWARDS FASHION GOODS IN ONLINE SHOPPING

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Abstract

Online shopping is a structure of electronic commerce which allows customers to unswervingly purchase goods or services from a vendor over the Internet using a web browser. The online shopping concept becomes widespread amongst the consumers due to the convenience availability of varieties and quality attributes in the product. Due to an upsurge in internet knowledge, the confidence of online marketing is also swelling in India. Satisfaction towards making online shopping and its intentions, not just altered by the affluence of efficacy and enjoyment, also the exegetic aspects like customer individualities, situational factors, features of goods, earlier online shopping practice and trustworthiness. This serves as an occasion for the retailers to attract customers through some form or the other and also supports to retain the customers from moving due to lack of online operations. Ease of use, Satisfaction, Security/Privacy, and Proper Service are the prevailing aspects that influence the insights of consumers. Through online shopping, business houses have been gifted in getting away to more customers, even customers who live in isolated area at less cost, a real-time personification of the global village. The Customer Satisfaction of Fashion Goods in Online Shopping in Kanniyakumari District was taken for the study. This research is descriptive in nature. Primary data and secondary data were used for the study. Primary data was collected using a structured questionnaire and the secondary data from journals, websites and newspapers. The data was collected from 80 respondents belongs to the selected area of Kanniyakumari District. The collected data were analyzed using percentage analysis, chi-square test and Garret ranking in order to draw the inference of the study.

Key words: Customer Attitude, Opinion, Online shopping, electronic commerce, rapid advancement, Technology, Fashion blogs or social media podiums.

Introduction

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service. Consumers can engage in online shopping efficiently because internet enables them to access vast pool of latest information about product and services without incurring much cost and effort. They can compare various attributes of product before deciding to buy and can purchase the desired product at reduces information search costs. Consumer behavior is the lessons of personalities, organizations and the methods they use to choose, shelter, and discard of goods, services, involvements, or concepts to fulfill the desires and the effects that these methods make to the consumer and society.

The rapid advancement in the field of information and communication technologies have greatly changed the world economic landscape. Technological changes haven given rise to a new society based on knowledge and they have also created new advances of development, employment investment and entertainment. Internet is emerging as a powerful medium to reach the masses. It has gained global dimension by acting as a universal source of information. Internet is considered as a potential tool to conduct business to bring development at a faster pace. Electronic commerce is buying word of the online business revolution. It is drawing more and more attention from business organisations and consumers both local and global. It is entirely a new way of doing business over an electronic medium that changes the very rules of doing the business. It paves way for business houses to switch over from the local to the global market.

The fashion sector is a comparatively established market sector in the e-Commerce cosmos. Earlier to the concept of online shopping, apparels, particularly, were bought not just by shops on the other hand, by couriering mail order catalogues. The segment covers all men and women's clothing, accessories (e.g. slippers, scarves, handbags, etc), footwear and its accessories (e.g. service products) and also varieties of bags (backpacks and purses) and baggage acquired

online. The expansive goods range (colors, sizes, styles) available in online shops, free delivery, enhanced transport facilities (e.g. delivery on same day) and stress free return methods are the aspects which is the sustenance of the current trend en route for the online shopping in fashion sector. Certain online shops sell fashion goods which offer services and facilities that consumers can never catch in usual shops. The customer might get stimulated by multiple means such as personalization and recommendations. Also social influencers play an immense role in fashion sector. Fashion blogs or social media podiums like Face-book & Instagram influence a vast audience. By means of these, products can be directly advertised or indirectly done by paid product placement.

Scope of the Study

Online shopping of fashion products is definitely rampant nowadays. Customers are enthralled to online shopping of fashion products due to the flexibility connected with it. It is important to evaluate the Customer Satisfaction whereas shopping online of fashion products as the behavior changes with time. There are many factors which concern the behavior of the buyer towards shopping online, and in attendance study are focused on assessing the Customer satisfaction. The height of Customer satisfaction towards website belief, website design, and professed attire quality was also recognized. Some websites were assessed to recognize the problems faced by the Customer whereas shopping online. Strategy was equipped which will assist Customer to shop online. The present study will be valuable to both Customer and e-retailers. The guidelines will help augment the knowledge and consciousness of Customer when shopping online in the products like fashionable. This will also disclose the problems that Customer face while shopping online.

Objectives of the Study

- To identify the socio-economic background of the sample customers.
- To know about the shopping websites of fashion goods on online buying.
- To study most platforms used for Online Shopping for Fashionable products.

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 80 respondents in Kanniyakumari District of Tamil Nau State. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Garret Ranking and Chi-square test were applied.

Limitations of the Study

- Money and time constraints could effect to the research work.
- Data restrains during data collection. Many through secondary as well primary.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Upto 30	24	30
	31-40	22	28
	41-50	21	26
	Above 50	13	16
	Total	80	100
Sex	Male	31	39
	Female	49	61
	Total	80	100
Educational Qualification	Upto HSC	24	30
	Graduation	21	26
	Post-Graduation	19	24
	Professional	16	20
	Total	80	100
	Farmer	15	19
	Govt. Employees	22	28

Occupation	Private Employees	33	41
	Business	10	13
	Total	80	100
Income Per Month	Less than 10000	12	15
	10001-20000	17	21
	20001-30000	22	28
	30001-40000	19	24
	Above 40000	10	13
	Total	80	100

Primary data

Among the total 80 respondents, 24 respondents were upto 30 years old. Most of the respondents were female. Educational qualifications of the respondent were mostly below higher education. Most of the respondents' occupation were private employees and 22 respondents' monthly income were 20001-30000.

Table 2: Usage of Fashion Products

Nature	No of Respondents	Percentage
Less than 1 year	8	10
1 to 2 years	22	28
2 to 4 years	27	34
4 to 6 years	18	23
More than 6 years	5	6
Total	80	100

Primary data

From the above table shows it was inferred that 08 respondents have less than 1 year of having usage of fashion products, 22 respondents have using for 1-4 years, 27 respondents have using for 4 to 8 years, 18 respondents have using for 8 to 12 years and 05 respondents have using more than 12 years.

Table 3: Know about the shopping websites

About shopping websites	No of Respondents	Percentage
Email links	14	18
Website Advert	19	24
Family/Friend recommendations	28	35
Press and Media adverts	9	11
Search Engines	10	13
Total	80	100

Primary data

From table concluded that majority of respondents 28 knowing about shopping websites from Family/Friend recommendations. 19 respondents are getting information about shopping websites from website advert. 14 respondents are getting information about shopping websites from Email links. 10 respondents are getting information about shopping websites from search engines. 9 respondents are getting information about shopping websites from Press and Media adverts. Therefore the majority of respondents are getting information about shopping websites from Family/Friend recommendations.

Table 4: Products and Services of Online Shopping

Products and Services	No of Respondents	Percentage
Cash on Delivery (COD)	21	26
Mobile Money	19	24
Debit Card	12	15
Credit Card	11	14
Paytm/G-pay	17	21
Total	80	100

Primary data

From table concluded that majority of respondents are using cash on delivery (COD) as a payment method. 12 respondents are using debit card as a payment method. 11 respondents are using credit card as a payment method. 19 respondents are using mobile money as a payment method. 17 respondents are using Paytm/G-pay as a payment method. Therefore the majority of respondents' payment method is cash on delivery.

Table 5: Most platforms used for Online Shopping

Factors	No of Respondents	Percentage
Amazon	26	33
Flipkart	31	39
Myntra	09	11
Snapdeal	14	18
Total	80	100

Primary data

From table concluded that majority of respondents 31 are mostly using Flipkart for Online Shopping. 26 respondents are mostly using Amazon. 14 respondents are mostly using Snapdeal. 9 respondents are mostly using Myntra. Therefore the majority of respondents are mostly using Flipkart.

Table 6: Purpose of use fashion products

Factors	No of Respondents	Percentage
Occupational Requirement	17	21
Young Looks	24	30
Improving Self-image	18	23
Better Feeling	5	6
Being Fashionable	16	20
Total	80	100

Primary data

From table concluded that majority of respondents 17 are usually fashion products for Occupational Requirement. 18 respondents usually use fashion products for improving self-image. 5 respondents usually use fashion products for better feeling. 24 respondents usually use fashion products for young looks. 16 respondents usually use fashion products for being fashionable.

Table 7: Motivational Level of Online Fashion Products

Levels	No of Respondents	Percentage
Convenience	43.75	I
Time saving	40.33	II
Security	39.33	III

Knowledge of brands	39.17	IV
Money saving	37.50	V
Easy products and price comparison	34.02	VI
Offers/discounts/schemes	31.33	VII
Product Variety	30.71	VIII
Payment mode	29.92	IX
Loyalty programs	29.57	X
Warranty/guarantee	29.50	XI

Computed Data

The above table shows that Motivational Level of OnlineFashion Products. Most of the respondents used the fashion products and a service because of it isConvenience, it is the first rank. Other factors like Time saving, Security, Knowledge of brands, Money saving, Easy products and price comparison, Offers/discounts/schemes, Product Variety, Payment mode,Loyalty programs and Warranty/guarantee were the following rank.

ASSOCIATION BETWEEN SATISFACTION OF ONLINE FASHION PRODUCTS AND SOCIO-ECONOMIC CHARACTERISTICS OF CUSTOMERS

The non-parametric chi-square test is applied to find the association of Satisfaction of Online Fashion Products Customers and Socio-Economic factors such as Age, Educational Qualification and Income.

Table-8: Socio Economic Characteristics and Satisfaction of the Customers

Factors	Calculated Value	Degrees of Freedom	Table Value	Result
Age	13.29	18	28.86	Accepted
Educational Qualification	15.40	18	28.86	Accepted
Income	17.88	24	36.4	Accepted

Computed data

From the above table, it is clear that there is significant difference between Satisfaction of Customers and socio-economic factors of Age, Educational Qualification and Income. So the null hypotheses were accepted.

Findings

- ❖ 24 respondents Age were Upto 30 Years Old.
- ❖ Most of the respondents were Female.
- ❖ Educational qualifications of the respondent were mostly below higher education.
- ❖ Most of the respondents Occupation were Private Employees.
- ❖ 22 respondent's monthly income was 20001-30000.
- ❖ 27 respondents have using for 4 to 8 years.
- ❖ Majority of respondents 28 knowing about shopping websites from Family/Friend recommendations.
- ❖ Majority of respondents are using cash on delivery (COD) as a payment method.
- ❖ Majority of respondents 31 are mostly using Flipkart for Online Shopping.
- ❖ 17 respondents are usually fashion products for Occupational Requirement.
- ❖ Most of the respondents used the fashion products and a service because of it is Convenience.
- ❖ There is significant difference between Satisfaction of Customers and socio-economic factors of Age, Educational Qualification and Income. So the null hypotheses were accepted.

Suggestions of the Study

- Online shopping websites should abbreviate their rejoinder time, more paying attention on customers' require and additional genuine for their price.
- The value obtainable for online shopping should be completed more spirited as compared to the price s of the merchandise obtainable in the shops then merely the clients will experience aggravated to purchase online

Conclusion

Online shopping of fashionable products is an appropriate structure for center activities in marketing on the Internet. The online shopping of fashionable products involves its customer of

online shopping by determining their needs on a personal level by encouraging customer to participate enthusiastically and listening to their desires and requirements. Online shopping of fashionable products is explained as the connection of technology that makes it probable for persons to effortlessly communicate, share in order and form new society online. Online shopping of fashionable products drama a central role as a major groundwork for both pleasing and unwanted decision making styles amongst the online shopping customer. The educational backdrop of online shopping consumers has a noteworthy pressure on the online shopping.

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