A Study on the Satisfaction level of Online Shoppers of Apparel Market

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Abstract

The size of Fashion online market in India which is at present around $ 8-10 billion, is expected to grow 35% to be around $ 30 billion in next five year (Retail.com, 2022). Apparel is the topmost category in the fashion e-commerce. One of the biggest challenges facing the industry is to retain customers. There are many issues such as lack of touch and feel, privacy issue, mode of payment etc regarding online shopping of apparels. Despite these issues, the industry is showing the rising trend. This rising trend has rooted out the old myths that Indian people will feel reluctant in buying apparels through online stores and motivated various traditional sellers to cater their customers through their online stores too. Customers Satisfaction work as a motivator for online sellers. Thus, this paper makes an attempt to study the satisfaction level of customers towards online shopping of apparels. This study will help online seller of apparels to understand the customers in a better way and to resolve the issues where customers are not satisfied.

Keywords: *Customers Satisfaction, Online Shopping, Apparels, E-Commerce.*

Introduction: Under the domain of marketing management, consumer satisfaction is the most important and most researched construct. In an online shopping environment, satisfaction among customers is the most critical issue that leads to consumer acquisition, their retention and sustainable progress of online stores (Chen et al. 2012).

Online shopping is a process whereby consumers buy goods or services with a click over the Internet without visiting the physical stores. Online shopping is a significant part of e commerce. As per a report by UCLA, centre for communication policy 2001 online shopping is considered as 3rd highest well-known activity over the Internet followed by emailing and online surfing. E-commerce has evolved as most crucial element of Internet age. Growth of ecommerce market is remarkable in recent past. E-Commerce share of total global retail sales was 7.4% in 2015, increased to 11.6% in 2018 and is projected to 15.5% by 2021 (IBEF, 2019). According to a report by IBEF, India's e-commerce market is expected to reach US $ 111 billion by 2024 and US $ 200 billion by 2026. With a CAGR of 19.24% in the domains of e-commerce market, grocery and fashion/apparel are likely to be the key driver of this substantial growth (IBEF, 2022). The size of Fashion online market in India which is at present around $ 8-10 billion, is expected to grow 35% to be around $ 30 billion in next five year (Retail.com, 2022). Apparel is the topmost category in the fashion e-commerce. Internet has offered innovative way of doing business. Businesses

dimensions has now become more diverse providing various opportunities and challenges. One of the biggest challenges is to retain customers that further depends on customer satisfaction.

Customer satisfaction means how much contended is the consumer with the product or service he has purchased. Customer satisfaction depends on what he has expected from the product and what he has actually got. If outcome exceeds his expectation, the customer shall feel satisfied or delighted but if his expectations are not met, then customer shall be dissatisfied. Thus, satisfaction is the measure of difference between expected quality and actual quality received. The association between expectations of the consumer and consumer experience results in the level of customer satisfaction. This level is attained when experience equals or exceeds expectation of the customers (Khristianto et al., 2012).

In online shopping there is no human interaction, customer get in contact with online seller through website or app. The quality of website, website design, interface, information contained on site, contributes much to the convenience of customers. Ranjbarian et al. 2012, proposed a model that advocated the relationship of convenience and customer satisfaction.

Some studies establish relation between satisfaction and loyalty. Consumer satisfaction level leads to higher loyalty of consumer (Zins, 2001). The delivery time and cost of delivery of order is also important variable of satisfaction (shim et al., 2001). As customers get wider variety of products on online platform product description, features, facility to compare products has markable impact on customers' satisfaction. Besides ornamental aspects of online shopping a customer is always concerned about giving his personal information and credit card information with e-tailers. Many studies have found that privacy and security concern have negative impact on customers' satisfaction. Thus, the present study takes into account different parameters for measuring customers' satisfaction level towards online shopping of apparels. This study will help online seller of apparels to understand the customers in a better way and to resolve the issues where customers are not satisfied.

Literature Review:

Shyamal Garai and Tarit Kanti Sen (2022) , the study examined the online buying behaviour of consumers in tier III cities of West Bengal. Study also found that among the demographic factors gender, age, education level, occupation have association with attitude of consumers. However, household income does not show any effect on the consumer attitude.

Daroch et.al (2021), examined consumer's online shopping behaviour and the factors that limit consumer online shopping behaviour. The study showed that total six factors like fear of bank transaction and no faith, traditional shopping more convenient than online shopping, reputation and services provided, experience, insecurity and insufficient product information and lack of trust inhibited the consumers from purchasing online.

Rachna Jain and Shikha Sharma (2020), The study come up with 9 factors in all by using 45 items that are website layout, security, information quality,payment mode, customer support, quality & assortment, delivery performance. The study found that factors like security, information quality, payment mode, custome support, quality and assortment have significant positive impact on the customer satisfaction level.

Gomathi M.S (2019) The study found that personal variable of consumer are significantly associated with level of awareness, attitude and satisfaction. The study also used cluster analysis and made three groups of shoppers namely Great Shoppers, Mediocre Shoppers and Disgusted Shoppers. It was found that there is association between gender and three groups of shoppers.

Paulo Rita, Tiago Oliveria, Almira Farisa (2019), The study concluded that except customer service other three dimensions have positive association with overall e-service quality. The study also support the hypothesis that overall e-service quality has positive association with customer satisfaction and customer trust.

Dr. Tamana Anand, Dr. Jayalakshmy Ramachandran, Dr. Murli Sambasivan & Dr. G S Batra (2019) The study found that Hedonic motivation was the major variable influencing customer satisfaction even when mediated by perception and Attitude. Although negative relation was found between risk and customer satisfaction, the online sellers can mitigate this negative influence by providing better security service and building better image of product & seller. However, the study does not support positive relation of utilitarian motivation and customer satisfaction.

Australia Post (2018) studied the consumer online shopping behaviour and trends in Australia. The study showed growth in online shopping by the customers and this growth was due to the interest of younger generation of consumers and new payment service method known as "Buy Now, Pay Later". The three most preferred categories in online shopping were Electronics, Clothing, Books.

Binoy Mathew (2015), The study found that various factors like availability of rare product, different offers, privacy and freedom of choice, huge amount of variety, price flexibility make customers feel delighted while shopping online. In order to obtain high level of customer satisfaction, high service quality is needed, which often leads to favourable behavioural intentions (Brandy & Robertson,2001).

Masinova and Svandova (2014), they conducted research on the sample of 167 respondents. The result showed that product description, solving the claims, product photos, payment options and time to response are among the factors that affects customers' satisfaction in major way specially while purchasing clothes.

Research Objective: The present research is conducted with the following main objectives.

i)   To study the satisfaction level of online shoppers of apparels.

ii)   To analyse the effect of demographic variables on the satisfaction level of online shoppers of apparels

iii) To find the favourite website of customers for shopping apparels

iv)   To study the source of information used by customers for shopping apparels online.

Research Methodology:

Sampling Method: The sample was taken through convenience sampling.

Sample Size: 200 respondents were selected from state of Haryana to consist of the sample of the present study.

Measuring Instrument: A survey was conducted through structured questionnaire. The questionnaire consists of two sections. First section collected demographic data of respondents and second section used 14 statements related to different criteria that measure satisfaction level of online shoppers of apparels. The dependent variable for the study is customers' satisfaction level. Different demographic variables i.e Gender, Age, Education level, Area of Residence, Income level are taken as independent variables. The responses were measured on Likert Scale ranging from highly satisfied to highly dissatisfied. Mean score of satisfaction parameters was calculated to derive dependent variable i.e Customers' satisfaction level.

Data Analysis Technique: Independent sample t-test and One-way Anova is used through SPSS to test the significance of difference. Cronbach alpha test is used to check the reliability and internal consistency of measuring instrument. Mean score and standard deviation were calculated in excel.

Research hypothesis: Following hypotheses were developed to achieve our objective.

$H_{01:}$ There is no relation between Gender and Satisfaction level of customer towards online shopping of apparel.

$H_{02:}$ There is no relation between Age group and Satisfaction level of customer towards online shopping of apparel.

$H_{03:}$ There is no relation between Education and Satisfaction level of customer towards online shopping of apparel.

$H_{04:}$ There is no relation between Income level and Satisfaction level of customer towards online shopping of apparel.

$H_{05:}$ There is no relation between area of residence and satisfaction level of customer towards online shopping of apparel.

Data Analysis and Findings: This section provides the Analysis and finding of the study.

Reliability Statistics

Cronbach's Alpha	N
.921	14

Table 1

To check the reliability of measuring instrument Cronbach alpha test was used. Table 1 shows the value of Cronbach's alpha, which is .921, alpha value higher than 0.7 is considered acceptable. Thus, internal consistency of the items used in instrument is assured. Table 2 depicts the mean score of different parameters used to measure satisfaction level.

Mean score and standard deviation of Satisfaction level of Online Shoppers of Apparels.

Satisfaction Parameters	N	Minimum	Maximum	Mean	Std. deviation
Are you satisfied with the appearance, quality, style and fit of apparels purchased online.	200	1	5	3.85	.800
Are you satisfied with the apparel price purchased through online stores	200	1	5	3.80	.802
Did you get the same product as displayed in image	200	1	5	3.70	.845
Are you satisfied with display of product image	200	1	5	3.78	.865
Are you satisfied the number of apparel brands available in online stores	200	1	5	3.91	.837
Are you satisfied with the packaging of the product	200	1	5	4.02	.830
Are you satisfied with the delivery	200	2	5	3.95	.778

time of your order					
Are you satisfied with the total cost for your order	200	1	5	3.91	.778
Are you satisfied with the amount of information available regarding apparels on websites	200	2	5	3.93	.754
Are you satisfied with the promotional deals offered by online sellers for purchasing apparels online	200	2	5	3.90	.754
Are you satisfied with the modes of payment available for payment of apparels	200	1	5	4.04	.788
Are you satisfied with security in payment process	200	2	5	3.94	.787
Are you satisfied with product reviews available on websites	200	1	5	3.91	.784
Are you satisfied with the customer services provided by online apparel stores	200	2	5	3.89	.760
Valid N (listwise)	200				

Table. 2

Table 2 shows mean score of satisfaction level of online shoppers of apparels. The values of different parameters of satisfaction level are above 3.70 which shows higher satisfaction level of consumers towards online shopping of apparels. "Are you satisfied with the modes of payment available for payment of apparels" scored the highest value of 4.04 followed by "Are you satisfied with the packaging of the product", "Are you satisfied with the delivery time of your order" and "Are you satisfied with security in payment process". The results shows that maximum consumers are satisfied with regard to significant aspects like mode of payment, packaging, delivery time, security, availability of information, product review, number of brands, total cost of order, promotional deals, customer services, fit & style, apparel price, and display of product.

Assessing the effect of Demographic variables on Customers' satisfaction level regarding online shopping of apparels: Different demographic variables considered for the study are Gender, Age, Education level, Income level and Area of Residence.

Gender and Satisfaction Level: $H_{01:}$ There is no relation between Gender and Satisfaction level of customer towards online shopping of apparel.

Descriptive Statistics

Gender	N	Mean	Std. Deviation	Std. Error of Mean
Male	59	3.86	.676	.08801
Female	141	3.90	.505	.04258

Table 3

Table 3 shows that female have higher mean score than male therefore it can be stated that female derive more satisfaction from online shopping of apparels. It shows the predisposition that females are more fashion and looks conscious.

t- test results for Gender and Satisfaction Level

	F	Sig.	t	df	One-Sided P	Two-Sided P	Mean Difference	Std. Error Difference	95% Confidence interval (lower)	(Upper)
Equal variance assumed	4.74	.03	-.53	198	.295	.591	-.046	.086	-.218	.124
Equal variance not assumed			-.47	86.3	.317	.633	-.046	.097	-.241	.147

Table 4

Table 4 shows the results of t-test regarding difference of satisfaction level towards online shopping of apparel on the basis of gender. Value of p is greater than 0.05 thus it can be concluded that there is no significant difference between male and female with regard to satisfaction level in case of online shopping of apparels. We accept our H_{01} that there is no relationship between Gender and Satisfaction level of customer towards online shopping of apparels.

Age and satisfaction level: $H_{02:}$ There is no relation between Age group and Satisfaction level of customer towards online shopping of apparel.

Descriptive Statistics

Age group	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
up to 20	65	3.80	.586	.073	3.65	3.94	2	5
21-30	66	3.98	.560	.069	3.84	4.12	3	5
31-40	55	3.88	.494	.067	3.75	4.02	3	5
41-50	10	4.01	.786	.248	3.45	4.57	2	5
51-60	3	3.98	.041	.024	3.87	4.08	4	4
above 60	1	4.07	.	.	.	.	4	4
Total	200	3.90	.560	.040	3.82	3.97	2	5

Table. 5

Table 5 shows that mean score of respondents above 60 is highest however as there is only one respondent in that category that does not assume much importance. So, if we see carefully, we will find that majority of the respondents belong to the group upto 20, 21-30 and 31-40 age groups. It is due to the fact that younger generation is more technology friendly and adaptive to new trends of shopping. The above table shows the means scores of satisfaction level of different age group customers.

Anova result – Age and Satisfaction level

	Sum of Squares	df	Mean Square	F	Sig.(P value)
Between Groups	1.284	5	.257	.815	.540
Within Groups	61.113	194	.315		
Total	62.397	199			

Table. 6

The study does not find any significant difference among different age group with regard to satisfaction level towards online shopping of apparels. P value is greater than 0.05 therefore we accept the $H_{02.}$ It can be concluded that age has no relation with satisfaction level in case of online shopping of apparels.

Education and Satisfaction level: $H_{03:}$ There is no relation between Education and Satisfaction level of customer towards online shopping of apparel.

Descriptive Statistics

Education level	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
10th	3	3.79	.189	.109	3.32	4.26	4	4
12th	44	3.85	.605	.091	3.67	4.03	2	5
Graduate	53	3.94	.602	.083	3.77	4.11	2	5
Post Graduate	87	3.87	.547	.059	3.75	3.99	2	5
others	13	4.05	.334	.093	3.85	4.25	4	5
Total	200	3.90	.560	.040	3.82	3.97	2	5

Table 7

Anova result- Education and Satisfaction level

	Sum of Squares	df	Mean Square	F	Sig.(P value)
Between Groups	.599	4	.150	.473	.756
Within Groups	61.798	195	.317		
Total	62.397	199			

Table 8

Table 7 shows customers having qualification in "other" category have highest mean score of satisfaction level however Table 8 results shows that there exists no significant difference among different education level and the satisfaction level of customers with regard to online shopping of apparels. It leads to acceptance of H_{03}. However, Satisfaction level is found to be high among all groups irrespective of education level.

Income and satisfaction level: H_{04}: There is no relation between Income level and Satisfaction level of customer towards online shopping of apparel.

Descriptive Statistics

Income distribution	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
UPTO 15000 ☐	104	3.87	.573	.056	3.76	3.98	2	5
15001-25000 ☐	31	3.93	.413	.074	3.77	4.08	3	5
25001-50000 ☐	18	3.93	.651	.153	3.61	4.26	3	5
ABOVE 50000 ☐	47	3.92	.592	.086	3.75	4.09	2	5
Total	200	3.90	.560	.040	3.82	3.97	2	5

Table. 9

Anova result- Income and Satisfaction level

	Sum of Squares	df	Mean Square	F	Sig.(P value)
Between Groups	.166	3	.055	.175	.913
Within Groups	62.231	196	.318		
Total	62.397	199			

Table 10

Table 10 thrives to show the difference between Income level and Satisfaction level of online shoppers of apparels. The result leads to acceptance of H_{04} thereby concluding that there is no significant difference exists between income level and Satisfaction level of online shoppers of apparel.

Area of residence and satisfaction level: $H_{05:}$ There is no relation between area of residence and satisfaction level of customer towards online shopping of apparel.

Descriptive Statistics

Area of Residence	N	Mean	Std. Deviation	Std. Error of Mean
Urban	112	3.88	.582	.055
Rural	88	3.91	.533	.057

Table 11

Table 11 shows that satisfaction level of customers from rural area is higher than the customers in urban area as mean score is higher in case of rural area. However, to test the significance of difference between the two mean t-test is used. Following table shows the result of t-test.

t- test result- Area of residence and Satisfaction level

	F	Sig.	t	df	One-Sided P	Two-Sided P	Mean Difference	Std. Error Difference
Equal variance assumed	.925	.337	-.387	198	.349	.699	-.031	.080
Equal variance not assumed			-.391	193.4	.348	.696	-.031	.079

Table. 12

Results of t-test shows that p value is greater than 0.05 therefore the mean difference found in rural and urban area is not significant. We can conclude that there is no significant difference in satisfaction level of customers towards online shopping of apparel on the basis of area of residence. It leads to acceptance of $H_{05.}$

Sources of Information:

In the present time of digitalisation customers are spending more time than earlier with digital media and they are engaging themselves in brand search, reviews and trends. The present study also seeks to identify the various sources of information used by the customers. The respondents were given different sources of information in the questionnaire and were asked to choose as many as they use to seek information about online shopping of apparel. On the basis of frequency, the given sources of information are given ranks.

Ranking of Source of Informtion

Source of information	Frequency	Rank
Company website	98	4
Search engines	121	3
Friends and Family	142	1
Product reviews in the print media	85	6
Promotional e-mails	59	9
Online advertisement	87	5
Social media	127	2
Advertisement (print and broadcast)	65	8

Blogs	72	7
others	45	10

Table 13

Table 13 shows that Friends and Family is most preferred source of information used by online shoppers of apparels. Apparels is a very special category of goods. Customers feel hesitated while buying of apparels as it does not give them opportunity to touch and feel. To avoid the hesitation and risk (risk of bad quality product), many customers prefer to use those websites and brands referred to them by their friends and family. Social media is assuming great importance now a days. People are spending most of their time by being members of different groups on social media. It has become a platform where people let out their opinions, feelings, suggestions etc. In our study too social media is ranked on second position. Search engines, Company website and Online advertisements accord their position in top 5 sources used by online shoppers of apparels.

Favourite Website for Online Shopping of Apparels

There are many online platforms which are catering the Apparel Category. However, apparel being a non-standardised product online seller faces stiff competition in this category. In today's time customer are very quick in changing fashion and style. Young generation want stylish apparel within reasonable price range as most of customers in this category are not earning. Customers' choice for a particular website or online platform is influenced by many factors such as wider variety, attractive offers, speedy delivery, virtual try on facility, easy refund and return policy etc. This section of study provides the information regarding customers' choice or preference for a particular website. Respondents were given with 10 choices of online seller. They were asked to choose as many as they use for buying apparels online. Websites are ranked according to their frequency.

Ranking of Favourite Websites

Website name	Frequency	Rank
Ajio	68	5
Myntra	74	4
Flipkart	119	1
Amazon	117	2
Jabong	7	9
Meesho	79	3
Tata cliq	16	7
Voonik	6	10
Ebay	12	8
Snapdeal	33	6

Table 14

Table 14 shows the result regarding most preferred website by customers for online shopping of apparels. There is much competition between Flipkart and Amazon for first position as the difference between the frequency is marginal. As per the data in the table most preferred site by the customers is Flipkart followed by Amazon, Meesho, Myntra and Ajio. The results are consistent with the study carried out by Dr. D. Sudhakar, R. Swarna, Deva Kumari (2016) . In the study it was found that majority respondents preferred to buy products through the Flipkart website followed by Amazon. The big sales announced by these platform time to time could be the influential factor for preference by the respondents.

Limitation and Suggestion: The study used a small sample to study the issue in hand. A larger sample would have given better insight into the subject matter. The effect of demographic variables on satisfaction level of online shoppers has been studied, future researches may include other variables such as website layout, payment modes, customer support etc. to the framework and study the relationship with a larger sample to develop a more consistent model for the study. Furthermore, future researches may be conducted with the same variables in different geographical and environmental settings.

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