



A STUDY ON ONLINE PURCHASING AND CUSTOMER SATISFACTION AMONGS READYMADE GARMENTS IN THIRUNELVELI DISTRICT

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Abstract:

The biggest gift of shopper is convenience through online shopping . We no need to wait for our products. We can get everything in online without any risk. Now days, the peoples are willing to buy many products in online mode only. Not necessarily to visit the physical stores for buying any products by the customers. The customers may enjoy all the benefits, discounts and cheap of the prices when they go to online. Many service provider offer the product in online such as Amazon, Flipkart, Ebay, snap deal and others who are provide valuable services to customers with good ethics. Online shopping is becoming unavoidable one in world. Hence frequent research is necessary for improved online business. This paper clearly discuss about the customer satisfaction of online shopping towards readymade garments in Thirunelveli district.

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1. INTRODUCTION

The human being is changing their lifestyle according to modern technology. They are also willing to buy anything without risk. And they acquires anything from the world by using computers and mobile phone with help of internet. They complete all the work within limited time using above technology. In COVID 19 pandemic situation, many of the people and customers cannot visit any physical stores to fulfill their needs. Hence online shopping is precious one for their fulfillment. in online shopping is offered various products to the customers such as cloth, readymade garments, electronics,

food, medicine, groceries, cosmetics and home thing that the customers operate these easily. The customers get all the products from in their home. Hence, online shopping is one part of regular life.

IMPORTANCE OF ONLINE SHOPPING NOWADAYS

a) **Convenience:** Convenience is online shopping's biggest gift to shoppers. There are many reasons why online shopping is convenient. First, modern websites are easy to navigate. You can scroll through hundreds of products or use filters to narrow down to the exact item you want. The graphics are attractive and product images are crystal



clear. Anything you plan to shop is properly visualized on websites. Product details are comprehensively written and payment methods make it easy to complete payments instantly.

b) **Time-Saving:** Convenience helps you order food at the comfort of your couch. Fast delivery helps you save time by not cooking the meal or driving to go to get the meal. However way you look at it, online shopping is more time saving than traditional shopping. Sure, not every product is delivered on the same day. But considering that making an order takes as little as five minutes, buying items online helps you save a lot of time. What would usually take days to find around the city can be done in a couple of hours. If you want to buy a laptop and don't know how to go about it, all you have to do it is shop around. On a shopping site like Amazon, there are hundreds of readymade garments. They are categorized based on their specifications and what they are designed to do.

c) **Costs Saving:** Although some people go out of their way to buy extravagant items, most people are always looking for ways to save money. Whether you are buying a new Smartphone or looking for a cocktail dress, you probably would want to minimize your costs. Online shopping sites help you lower your budget to the lowest possible figure. No matter how rare what you want to buy is, there is a different platform willing to help you get a better deal. Even on the same shopping website, it's not unusual to find the same product being sold at different prices. If you want to save money when buying anything online, check its prices online. Don't accept the first price you find. Compare prices from several shopping platforms. Make sure the product has the same specifications on all websites. Then, compare their shipping prices and pick the one that helps you save the most.

d) **Exhaustive Variety:** Not only do online websites help you shop fast and conveniently but they also expose to as many products as you can handle. If you are uncertain of what

you want to buy, the sheer variety of items online can actually be confusing. Searching something as simple as a readymade garment returns thousands of results. Only when you specify that you want in readymade garments do you get a more manageable list of readymade garments to purchase. This applies to almost all products. From kitchen appliances to office furniture, products come in vast amounts of variety online. While the huge variety of items can be a nightmare for shoppers, there are lots of tools to help you buy exactly what you want. Almost every shopping site these days has filters that help you navigate through product catalogs easily.

e) **Helps to find Quality Products:** Sure, the Internet is the number one dumping site for poor quality products. But within it has a lots of shopping platforms that only sell legitimate products. The power of online reviews also means that you don't just have to listen to what the salesperson tells you. Besides official websites, you can also find quality products on respected shopping sites like eBay, Amazon, and Walmart.com. Online reviews, on the other hand, help you decide whether to pick one brand's product or the other's. By reading reviews about the products, you get to know whether they work as advertised or they are not worth their prices.

f) **Peace of Mind:** When online shopping started out, it was one of the least trusted industries. You couldn't get an assurance that your orders will be delivered. If the products are not good in quality, there was no promise you could get a refund. Things have since changed. If you want to buy anything and have peace of mind because you know you will receive the right product, shop online. With the top sites offering money back guarantees, shopping doesn't have to be a risk anymore. Even when shopping for expensive items like beds and water heaters, you are assured that any malfunctioning will be fixed¹.

STATEMENT OF THE PROBLEM



Because of the numerous advantages and benefits, more and more people say they prefer online shopping to readymade garments over conventional shopping these days. The buyer’s decision- making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone. Many consumers avoid the hassles of in-store shopping by doing the majority of their readymade garments shopping in online. Shopping online is fast growing to be part of our everyday lives. Increasingly people are using the convenience of online shopping due to people having computers in the home along with high speed connection. Online shopping and visiting an online shop enables the customer to search, find, order and pay for the products, information and services that they need. In this study the researcher made an attempt to know the satisfaction of customers and also help to know various factors are influenced to buy the readymade garments in online in Thirunelveli Town.

OBJECTIVES

a) To Study the demographic profile of the respondents who are buying their readymade garments in online at Thirunelveli Town.

b) To Study about various factors influenced to buy the readymade garments in online.

c) To Study the level of satisfaction of customers on online readymade garments.

AREA OF THE STUDY

The researcher has chosen Thirunelveli District as the study area. 200 sample respondents of customers were selected in Thirunelveli Town.

METHODOLOGY

The present study is based on primary data and secondary data. The primary data is collected from customers who are using online shopping for purchase the readymade garments with help of Interview schedule. The secondary composed from website.

STATISTICAL TOOLS FOR ANALYSIS

The present study statistical tools used simple percentage, weighted score and factor analysis.

DEMOGRAPHIC CLASSIFICATION

Demographic classification is based on demographic factors like gender, age, education qualification; occupation, income level and major subject were described in the Tables.

Table 1 Classification of the Respondents based on their Gender

Sex	Non of Respondents	Percentage (%)
Male	130	65%
Female	70	35%
Total	200	100%
Sources: Primary Data		

The above table shows that the classification on the respondents based on the gender .The table inferred that 65% of

the respondents are male and 35% of respondents are female. Thus, it conclude that majority of the respondents are male.

Table 2 Classification of the Respondents based on their Age

Sex	Non of Respondents	Percentage (%)
Below 20	24	12%



21-30	66	33%
31-40	58	29%
41-50	30	15%
Above 50	22	11%
Total	200	100%
Sources: Primary Data		

The above revealed that, 12% secured by below 20 ages of respondents, 21-30 age group of respondents having 33% percentage. 29% of the respondents belong to the age of 31-40. The respondents who are

age group 41-50 having 15%.the above 50 age of respondents having 11%. Hence, we clearly understand that age group of 21-30 of the respondents very interested to involve in online shopping.

Table 3 Classification of Respondents based on their Educational Qualification

Educational qualification	Non of Respondents	Percentage (%)
Illiterate	0	0%
School level	40	20%
Graduate	106	53%
Post graduate	54	27%
Total	200	100%
Sources: Primary Data		

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Above table clearly indicate that, the distribution of respondents on the basis of education qualification. 0% of the respondents are illiterate. 20% of the

respondents are School level. 53% of the respondents are graduates. 27% of the respondents are post graduates.

Table 4 Classification of Respondents based on their Occupation

Occupation	Non of Respondents	Percentage (%)
Government	10	5%
Private	120	60%
Business	54	27%
Professionals	16	8%
Total	200	100%
Sources: Primary Data		

Above table observed that 60% of the respondents from private concern. 27% respondents from business people .8% of the

respondents from professionals and 5% of respondents from government employee.

Table 5 Classification of Respondents based on their Product acquisition

Products	Non of Respondents	Percentage (%)
Readymade garments	103	52%
Electronics	40	20%



Cosmetics	22	11%
Medicine	16	8%
Groceries	6	3%
Others	13	7%
Total	200	100%
Sources: Primary Data		

The above table explain that, 52% of the respondents choose only readymade garments items. 20% of customers prefer only

electronics. Respondents of the cosmetics, medicine, groceries and others were 11%, 8%,3% and 7% respectively.

Table 6 Classification of Respondents based on their Selection of Service Providers

Service Providers	Non of Respondents	Percentage (%)
Amazon	56	28%
Flipkart	62	31%
Snapdeal	58	29%
eBay	14	7%
Shopclues	8	4%
Others	2	1%
Total	200	100%
Sources: Primary Data		

The above table Shows that, 31% of the respondents prefer Filpkart products,29% of respondents prefer only Snapdeal products, 28% of respondents prefer amazon

products. 7%, 4% and 1% of the respondents prefer e-Bay, Shopclues and others product respectively.

Table 7 Classification of Respondents based on frequently purchase

Frequently Purchase	Non of Respondents	Percentage (%)
Weekly	26	13%
Monthly	40	20%
Yearly	32	16%
Whenever need	102	51%
Total	200	100%
Sources: Primary Data		

The above table shows that, 13 % the respondents purchase their products in online at weekly once. 20% of the respondents purchase their products in

monthly once. 16% and 51% respondents purchase their product in yearly and whenever need respectively.

Table 8 Classification of Respondents based on Cost of purchase

Cost	Non of Respondents	Percentage (%)
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Upto Rs.1000	66	33%
Rs.1000 to Rs.5000	80	40%
Above Rs.5000	54	27%
Total	200	100%
Sources: Primary Data		

The above table exemplifies that, the respondents spent amount for purchase products in online.40% of the respondents spent Rs. 1000 to Rs.5000. 33% of the

respondents spent up to Rs.1000 and 27% of the respondents spent above Rs.5000 for online products.

FACTOR INFLUENCED TO PURCHASE THE READYMADE GARMENTS IN ONLINE

Table 9
Factors influenced to purchase online products

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S.No	Factors	SA	A	U	D	SD	Score	Rank
1	Free Delivery	106	40	14	26	14	300	3
		53%	20%	7%	13%	7%		
2	Low Cost	72	64	26	22	16	283	5
		36%	32%	13%	11%	8%		
3	More Discounts	40	52	70	16	6	262	8
		20%	23%	47%	8%	3%		
4	Some rare products only available in online	82	80	26	2	8	310	2
		41%	40%	13%	1%	4%		
5	Time Saved	138	18	18	10	14	322	1
		69%	9%	9%	5%	7%		
6	Cash on Delivery	40	78	66	14	2	277	6
		20%	39%	33%	7%	1%		
7	Clear Information	58	70	26	40	6	276	7
		29%	35%	13%	20%	3%		
8	Immediate Replacement When Product defect	106	40	18	6	30	296	4
		53%	20%	9%	3%	15%		

Sources: Primary Data

Note: SA – Strongly agree, A- Agree, U- UN Decided, D- Disagree, SD – Strongly Disagree



It is observed from the above table that, it explains the opinion of respondents regarding the various factors influenced to online purchase it. This analysis shows that the factor 'Time saved" gets the maximum score of 322. The factor 'some rare products only available in online' stands second with a score of 310. The factor 'free delivery' and 'Immediate replacement' scores of 300 and 296 respectively and

take third and fourth position. The lowest factor is 'More discount' which is score 262. The lows score due to discount which is available only for limited products. It is inferred that the maximum score of 322 is secured by the factor time saved, this is because of the fact we no need to visit physical stores. We can place the order when we have Mobile phone and computer.

SATISFACTION OF CUSTOMERS ON ONLINE SHOPPING OF READYMADE GARMENTS

Table 10 Customer Satisfaction on Online Shopping

S.No	Factors	SA	A	U	D	SD	Score	Rank
1	Quick Delivery	64	66	26	24	18	275	3
		32	33	13	12	9		
2	Product Quality	40	58	74	14	14	262	5
		20	29	37	7	7		
3	Nice Package	22	32	94	40	14	228	7
		11	16	47	20	7		
4	Long Life of Product	24	42	80	40	14	234	6
		12	21	40	20	7		
5	Original Product	46	50	72	24	8	263	4
		23	25	36	12	4		
6	Warranty	94	46	14	26	22	286	1
		47	23	7	13	11		
7	Delivered specified Product notified in the website	54	94	14	22	18	278	2
		27	47	7	11	9		

Sources: Primary Data

Note: SA – Strongly agree, A- Agree, U- UN Decided, D- Disagree, SD – Strongly Disagree



It is gathered from the table 10 that, it is explained clearly about customer satisfaction on online shopping. This analysis helpful to find out the customer satisfied in which aspects. The customer most satisfied factor is warranty of the product in the mean score of 286 is gets it 1 rank. Delivered specified product which is notified by the service provider in the website gets second place with the score of 278. The factor of Quick delivery and Original product get third and fourth rank with score of 275 and 263 respectively. The least factor is nice package which is gets lowest rank, due to some product package is not satisfied by the

customers with score of 228. The highest rank factor is warranty because many service centers available in the entire district. If the products get defect immediately will be rectified by the help of service centre.

Analyzing the factors affect consumer's online shopping buying behavior of readymade garments; it can be observed that Bartlett's test of sphericity was 719.907 significant at 0.000 level of significance. It indicates that the correlation matrix was not an identity matrix. The above facts show that the data collected on different attributes of online shopping from respondents were suitable for factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.751
Bartlett's Test of Sphericity	Approx. Chi-Square	719.907
	df	199
	Sig.	.000

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The raw scores of 20 items were subjected to Principal Component Analysis (PCA) to identify the underlying factors that affect the consumer's online shopping buying behavior of readymade garments. After the

analysis, it was found that there were seven factors, with 61.361% of cumulative variance explained through the exploratory factor analysis. Following are the details of factors identified through EFA.

Table 12 Factors that affect the consumer's online shopping buying behavior of readymade garments

Factor	Eigen Value	% Variance	Elements converged	Factor Load
Customer satisfaction	4.61	23.048	The information is given about the products and services on the internet are sufficient.	0.739
			I do not mind paying in advance for the products on the internet	0.696
			I am satisfied with the customer services provided by the online shopping	0.571
			In my overall experience, I am satisfied with online shopping.	0.562
			Online shopping Provides a guarantee and warranty	0.462
Availability of products	1.661	8.304	Online shopping is more expensive than sold in the retail store	-0.709
			Online shopping provides a variety of products for purchase	0.457
Perceived usefulness			Online shopping provides special offers/discounts for the purchase.	0.697
			Large selection of products.	0.648



	1.414	7.07	I am satisfied with the product tracking process provided by shopping.	0.645
			The simplicity of the purchase process	0.494
Economic	1.307	6.533	Easy refund and return policy	0.651
			Prefer online shopping if online prices are lower than actual price	0.641
			The detailed description and information available to every product	0.494
Website quality	1.074	5.369	Hidden charges confuse while purchasing product	0.812
			Prefer a more secure website	0.743
Perceived risk	1.044	5.218	Online shopping is risky	0.420
			Hesitate to give my credit debit card number	0.843

In this study, we found that seven factors affect consumer's online shopping buying behavior of readymade garments. These factors are perceived ease of use, perceived risk, perceived usefulness, the effect of website design, Economic factor, availability of products, and customer satisfaction.

FINDINGS

1. The majority of the respondents are male. i.e 65%
2. Majority of the respondents fall in the age group of 21-40. i.e33%
3. Graduate interested to get online readymade garments. i.e 53%
4. 60% of the respondents are private employee.
5. 52% of the respondents prefer readymade garments in the online.
6. Majority of the respondents are buying the online readymade garments from the Filpkart (31%).
7. Large number respondents are buying online readymade garments whenever they need (51%).
8. Majority of the respondents (40%) spend Rs.1000 to Rs.5000 for online purchase.
9. Time saved is a supreme factor for prefer readymade garments in online with score of 332.
10. The customers get highest satisfaction on online shopping is warranty with score of 286.
11. The factors are perceived ease of use, perceived risk, perceived usefulness, the

effect of website design, Economic factor, availability of products, and satisfied products.

SUGGESTION

1. More discount required to improve online Purchase. More discounts should be offered to all the products.
2. Clear information required for customers to choose their products.
3. Cash on delivery should allow to all the products.
4. Some improvement need in the package of products. It should be ensure product safety.

CONCLUSION

This study was conducted to find out satisfaction customers on online shipping in Thirunelveli District and it was carried out among 75 customers. The different factors that influence the customers were found to be 'time saved', 'some products only available in online', 'Free delivery' and 'Immediate replacement'. The customers only considered time saved factor because they no need to visit the physical stores and wait for the products. At the same time customers also highly satisfied on warranty factors, because they immediacy approach authorized service centre when the products gets repair. Hence customers come to decision for more purchase in online.

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