



A STUDY ON CUSTOMER SATISFACTION OF FASHION GOODS ON ONLINE SHOPPING- A SPECIAL REFERENCE TO WOMEN IN KANYAKUMARI DISTRICT

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ABSTRACT

The new technology has radically changed the tradition way of doing online Shopping business. Online Shopping has become new type of retail Shopping. Online Shopping strengthening their sale base an financial resources by developing their own e-product and service to suit changing needs of the customer. In recent days most of the women also start buying products through online mainly they are buying the fashion goods. Convenience is one of the major reasons, but huge discounts and offers provided by the online merchants was the important reason for ever-increasing sales in online shopping. The researcher, required data were collected from 90 women respondents those who are buying fashion products in online; by using structured questionnaire. The researcher collected primary data by women customers in Kanyakumari District of Tamil Nadu State. For that, the researcher analysed percentage, Garret ranking method and Chi- square test used for this study. This study helps to find out the most preferred shopping site, Reason for buying products, product preferences satisfaction of online consumers and also to suggest the steps have to be taken to the online merchants to improve their sales.

KEY WORDS: Online Retailer, Electronic Commerce, Consumer & Consumer Satisfaction.

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INTRODUCTION

In recent days, online shopping is the major attention of all people due to busy life style. Most of the people directly buy their goods and services using the internet from the

online retailer without any intermediary involvement over the web. Since the emergence of the World Wide Web, retailers must sell their products to the consumers who surf the Internet. Buyers can visit virtual stores



from the comfort of their homes and wherever they are. Consumers can buy a variety of items from online shopping. The development of online shopping has gradually increased due to its identifiable features like quick delivery and timesaving. At the earlier time, it was not so popular to buy all clothes online shopping, nowadays everyone knows that the shopping online is quite easier and timesaving. People like to shop from this online shopping because they get all the required items at one spot with one click instantly without any obstacles. One can also pick the cheap new arrival clothes at reasonable and discounted prices compared to virtual showroom prices. Generally, Online Shopping is a form of electronic commerce where by consumers directly buy good or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pickup the product they want using internet people just need to click the mouse to finish the whole shopping process. Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, colour, size and quality is one of the biggest benefits of online shopping.

NEED OF THE STUDY

Online shopping is definitely rampant nowadays. Women consumers are enthralled to online shopping due to the flexibility connected with it. It is important to evaluate women consumer behavior whereas shopping online as the behavior changes with time. There are

many factors which concern the behavior of the buyer towards shopping online, and in attendance study is focused on assessing the differences in the fashion goods shopping behaviors of women. The height of consumer satisfaction towards website belief, website design, and professed attire quality was also recognized. Some websites were assessed to recognize the problems faced by the consumers whereas shopping online. Strategy was equipped which will assist consumers to shop online. The present study will be valuable to both consumers and e-retailers. The guidelines will help augment the knowledge and consciousness of women consumers when shopping online. With the help of this study, retailers will be able to admittance the behavior of women consumers when they shop online. This will also disclose the problems that women consumers face while shopping online on fashion goods.

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OBJECTIVES OF THE STUDY

- To measure the Factor Motivation on Online Shopping of Fashion Goods.
- To identify the Customer Satisfaction Towards Online Shopping of Fashion Goods.
- To find the association between Socio-Economic factors and Satisfaction level of the Respondents.

RESEARCH DESIGN

The present study is of Descriptive in nature. Sample size selected for the study was 90 respondents in rural areas of Kanyakumari District of Tamil Nadu 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.

RESULTS AND DISCUSSIONS

Table - 1 :Demographic Variables of the Respondents

VARIABLES		No Respondents	Percentage
Marital Status	Married	50	56
	Unmarried	40	44
	Total	90	100
Age	Upto 25	18	20
	26-35	27	30
	36-45	25	28
	45-55	10	11
	Above 55	10	11
	Total	90	100
Educational Qualification	Upto SSLC	13	14
	HSC	10	11
	Graduation	31	34
	Post-Graduation	27	30
	Others	9	10
	Total	90	100
Monthly Income	Less than 15000	9	10
	15000-30000	26	29
	30000-45000	25	28
	45000-60000	17	19
	Above 60000	13	14
	Total	90	100

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Primary Data

The above table shows that demographics wise distribution of the respondents. Most of respondent's age group were 26-35, when compared with marital status married were higher than unmarried and Graduation were high as compared to other educational groups. Majority of the respondents they getting between 10000-20000 monthly income compared to other Income.

Table –2 :Payment Methods

Payment methods	No. of respondents	Percentage
Cash on Delivery (COD)	14	16
Mobile Money	22	24
Paytm	21	23
Debit Card	18	20
Credit Card	15	17
Total	90	100

Primary Data

The above table reveals that the Payment methods doing by the sample respondents. 22 respondents were using Mobile Money, 21 respondents said that, they were freely doing to Paytm, 18 respondents said that they were using Debit Card, 15 respondents said that the Credit Card and 14 respondents said that the Cash on Delivery (COD).

Table–3 :Factor Motivation on Online Shopping of Fashion Goods

Factor	Mean Score	Rank
Convenience and easy buying	52.05	I
Reasonable price	51.22	II
Time saving	50.08	III
Variety of Product	49.23	IV
Discount	49.01	V
Friends and relative motivation	47.03	VI
No shipping charge	46.59	VII
Cash on delivery	46.21	VIII
Debit/ Credit card acceptance/Digital payment system	44.09	IX
Quick delivery	43.44	X

Computed data

It is observed from the table 3 that the major important factor motivate online shopping of fashion goods of the respondents in Convenience and easy buying which got to I rank, Reasonable price goes to II rank, Time-saving goes to III rank, Variety of Product goes to IV rank, Discount goes to V rank, Friends and relative motivation goes to VI rank, No shipping charge goes to VII rank, Cash on delivery goes to VIII rank, Debit/ Credit card acceptance/Digital payment system goes to IX rank and Quick delivery to X rank. Convenience and easy buying is important factor impact the purchase of product from online.

Table-4 :Customer Satisfaction Towards Online Shopping of Fashion Goods

Factors	Mean Score	Rank
Convenience	56.75	I
Time Saving	55.64	II
Good discount	51.33	III
Lower price	50.12	IV
No crowds	49.24	V
Better price	49.15	VI
Fewer expenses	48.53	VII
Price comparison	47.02	VIII

Computed data

It is observed from the table 4. The analysis shows that convenience goes to I rank, Time Saving goes to II rank, Good discount goes to III rank, Lower price goes to IV rank, No crowds goes to V rank, Better price goes to VI rank, Fewer expenses goes to VII rank and Price comparison goes to VIII rank. The most important factors that determine the consumer satisfaction is convenience and time saving.

Table – 5 :Level of Satisfaction

Level of Satisfaction	Number of Respondents	Percentage
Highly Satisfaction	34	38
Satisfaction	37	41
Dis Satisfaction	15	17
Highly Dis Satisfaction	04	4
Total	90	100

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Sources: Primary Data

From the above table it can be observed that 38 percentage of the respondents were Highly Satisfaction, 41percentage of the respondents were Satisfaction, 17 percentage of the respondents were Dis- Satisfaction and 4 percentage of the respondents were Highly Dis Satisfaction.

ASSOCIATION BETWEEN SOCIO-ECONOMIC CHARACTERISTICS AND SATISFACTION LEVEL OF THE RESPONDENTS

The non-parametric chi-square test is applied to find the association between Satisfaction level of the Respondents and Socio-Economic factors such as Marital Status, Age, Education and Income.

Table - 6: Marital Status and Satisfaction Level of the Respondents

Marital Status	Strongly Satisfaction	Satisfaction	Dis Satisfaction	Strongly Dis Satisfaction	Total
Married	25	24	8	1	58
Un-married	9	13	7	3	32
Total	34	37	15	4	90

Sources: Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	4.75	3	7.81	Accepted



Above table indicated that the table value is less than calculated value. There is no significance between marital status and Satisfaction level of the respondents. Therefore, test is accepted.

Table - 7: Age and Satisfaction Level of the Respondents

Age	Strongly Satisfaction	Satisfaction	Dis Satisfaction	Strongly Dis Satisfaction	Total
Upto 25	8	5	4	1	18
26-35	10	13	3	1	27
36-45	8	12	4	1	25
45-55	2	5	2	1	10
Above 55	6	2	2	0	10
Total	34	37	15	4	90

Sources: Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	20.84	12	21.03	Accepted

Above table concluded that age and Satisfaction level of the respondents. There is table Value is less than calculated value. Therefore, test is accepted.

Table - 8: Education and Satisfaction Level of the Respondents

Education	Strongly Satisfaction	Satisfaction	Dis Satisfaction	Strongly Dis Satisfaction	Total
Upto SSLC	17	13	1	0	31
HSC	12	12	2	1	27
Graduation	2	5	5	1	13
Post-Graduation	2	2	5	1	10
Others	1	5	2	1	9
Total	34	37	15	4	90

Sources: Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	40.59	12	21.03	Rejected

Above table indicated that the calculated value is less than table value. Therefore, test is rejected.

Table - 9: Income and Satisfaction Level of the Respondents

Income	Strongly Satisfaction	Satisfaction	Dis Satisfaction	Strongly Dis Satisfaction	Total
Less than Rs.10,000	11	8	6	1	26
10000-20000	16	4	4	1	25

20001-30000	5	10	1	1	17
30001-40000	2	6	1	0	9
Above 40000	0	9	3	1	13
Total	34	37	15	4	90

Sources: Computed data

Results of chi-square test are as follows

Chi-Square test	Calculated value	Df	Table Value	Result
	39.00	12	21.03	Rejected

Above table indicate that the calculated value is less than table value. Therefore, test is rejected.

Findings

- Most of respondent's age group were 26-35.
- when compared with marital status married were higher than un-married.
- Graduation was high as compared to other educational groups.
- Majority of the respondents they getting between 10000-20000 monthly income compared to other Income.
- Most of the respondents were using Mobile Money for their Payment.
- Convenience and easy buying are important factor impact the purchase of product from online.
- The most important factors that determine the consumer satisfaction is convenience and time saving.
- 41 percentage of the respondents were Satisfaction.
- There is no significance between marital status and Satisfaction level of the respondents Therefore, test is accepted.
- When compared the age and Satisfaction level of the respondents. There is table Value is less than calculated value. Therefore, test is accepted.

- Make sure about site loads, quickly, whether on a computer or a mobile device.
- The online marketers should deliver right colour, quality and quantity product order by the consumers. It will improve the customer satisfaction in order to increase online trading.

Conclusion

The study helped to understand the several of information related to the women's fashion goods through online and the motivational factors and satisfaction of consumers are related to description of products, product view available on the website and product return policy. Online shopping is an appropriate structure for center activities in marketing on the Internet. The online shopping involves its women consumers of online shopping by determining their needs on a personal level by encouraging consumers to participate enthusiastically and listening to their desires and requirements. Online shopping is explained as the connection of technology that makes it probable for persons to effortlessly communicate, share in order and form new society online. The website companies can gain reimbursement through using online shopping in their advertising. They can attain better understanding of the client requirements and can make relationship with the consumers of online shopping. Communal advertising is an accepted and efficient way of receiving essential information that is indispensable to

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the success of your business. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study concludes that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sale service. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

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