

Consumer Perception and Satisfaction towards Online Apparel Purchase

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Abstract--- *The primary goal of the research is to determine the numerous difficulties that consumers have encountered and to pinpoint the root causes of those problems while making clothes purchases online. To raise awareness about the benefits of purchasing garments through the internet and to learn about the perspectives of customers about the benefits of purchasing apparel through the internet. The information gathered through the questionnaire was extremely useful in identifying difficulties and learning about client opinions surrounding the purchase of apparels through online channels. Before delivery, the items should be checked for authenticity, and the number of bogus products sent should be limited.*

Keywords--- *Apparels, Online Purchase and Satisfaction.*

I. INTRODUCTION

In order to purchase apparels on the internet, one must first engage in the buying and selling of products and services through the internet. Purchasing apparels over the internet entails the purchase and selling of products and services through the internet; the internet is the most effective source for utilising this technology.

With the widespread use of the internet and technological advancements, the amount of commerce that is performed electronically, such as the purchase of garments over the internet, has expanded significantly. Transferring payments over the internet, marketing over the internet, buying and selling of products and services are all examples of online shopping activities that involve purchasing clothes. The purchase of apparels on the internet has grown increasingly popular among consumers. Customers who wish to purchase clothes on the internet should be familiar with the use of the internet and a computer. Not only has the internet become the focal point of our personal and social lives, but it has also become the focal point of our commercial and professional lives.

The emergence of the internet has resulted in a shift in the conventional pattern of how people purchase for goods and services. Customers are no longer restricted to certain hours of operation or places; it is possible to become active practically at any time and from any location to make a purchase of Products and services. The Internet is a relatively new medium for communication and information sharing, yet it has quickly established itself as a fixture in our everyday life. The number of Internet users is always rising, which has the additional importance of increasing the rate at which online purchases are being made.

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The Benefits of Purchasing of Apparels through Online

When compared to actual stores, online retailers provide several advantages, including the fact that they are more accessible and time-saving, since there is no need to travel or stand in line. They are open at all hours of the day and may be accessed from any location at any time. Consumers can obtain free and detailed information about products and services from these establishments. They also provide some online tools to assist consumers in comparing and making purchasing selections among a variety of different goods and services.

A number of practical advantages may be gained by purchasing garments over the internet, as well as from the standpoint of the customer. For example, a reduction in the buyer's sorting out time, improved buyer decisions, less time spent addressing invoice and order issues, and eventually expanded options for purchasing alternative items are all possible outcomes. Furthermore, buyers may enjoy the convenience of purchasing clothes online at any time of day or night. This is due to the fact that e-commerce is available 365 days a year and never closes for even a single minute. Because consumers may purchase any goods or services at any time and from any location, e-commerce has also broadened its global reach. As a result, ordering apparels on the internet is more environmentally friendly than shopping apparels in-store since customers can fulfil their wants with a single click of the mouse rather than leaving their homes and utilising public transit.

II. STATEMENT OF PROBLEM

For any firm involved in the production of garments, a study of customer satisfaction and its impact with regard to online apparel purchases is becoming an increasingly crucial component of operations. Before releasing any product or service, it is necessary to understand the behaviour of the target audience. As this study demonstrates, there is a significant need for research on customer perceptions and satisfaction with regard to online garment purchases. In order to address this issue, the current research study's characterization of the problem is "customer impression and satisfaction with online clothing purchasing." Companies are obliged to research customer behaviour on the following criteria before releasing or positioning any product, particularly garment goods, in the marketplace. How customers think, feel, and choose between different brands of Clothes and general apparel is referred to as consumer psychology.

The psychology of how a consumer is impacted by his or her culture, family, social group, media, and other factors is known as consumer psychology. Consumers' actions and reactions when shopping for clothing; There are restrictions in the information processing skills of consumers. Learn how marketers can enhance their marketing campaigns and marketing tactics in order to reach consumers more successfully.

By having an insight of these difficulties, the garment industry may alter its strategy to take the needs of the consumer into account. Coimbatore was chosen for the research study because it has a pleasant climate, revered monuments of all religions, beautiful scenery, the tallest hills in India and a thick forest with eye-catching falls, fully flowing rivers, famous temples, a malnad region with coffee, tea, and areca net plantations, as well as a maidan region with green shadow of paddy, sugar cane, and other agricultural crops. People are exposed to the consumption of a wide range of sophisticated goods and services, as well as aesthetic enjoyment, and they employ a variety of

items for their own attractiveness and improved look. The study has identified an increase in the usage of these goods as an issue, which has been addressed in the study.

III. SCOPE OF THE STUDY

As previously indicated, the scope of this study is limited to customer knowledge, perspective, and contentment with relation to online clothing purchasing in the city of Coimbatore and the surrounding areas. It was decided to research buying behaviour in factors such as product (clothing), pricing, advertising schemes, and physical distribution of online apparel ideas in order to make the study more precise. The primary data used in the study was collected in 2022 and examined. It was during this time period that a field survey was carried out. The study's primary goal is to provide information to firms regarding the attitudes and behaviours of customers toward clothes.

IV. RESEARCH METHODOLOGY

Research design: The researcher has developed a strategy and framework for research inquiry in order to seek answers to the questions posed by the study goals. In this research, the technique of 'Exploratory studies' is used to make the problem more suitable for more precise examination and/or to define a working hypothesis from an operational perspective, which is the goal of the research.

Sampling technique: As large population size is taken for the study convenience sampling technique is chosen as sampling method for the study.

Sample size: As the population size of the district is large a total of 250 was chosen as sample size for the data collected towards the study.

Statistical tools used: Percentage analysis, Kruskal Wallis test, Oneway Anova and Rank correlation.

V. LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore city.
- The present research study is related to the period 2022 only. Most of the consumers are unable to recall their previous experiences in the usage of apparels. Hence a longer period could not be considered for study.
- There may be a skewness towards primary data collected from the respondents.

VI. ANALYSIS AND INTERPRETATION

Demographic variables	Particulars	Frequency	Percent
Age	Below 20 years	54	21.6
	21-30 Years	101	40.4
	30-40 Years	66	26.4
	Above 40 Years	29	11.6
	Total	250	100
Gender	Male	71	28.4
	Female	179	71.6
	Total	250	100
Marital status	Married	72	28.8
	Unmarried	178	71.2
	Total	250	100
Age	Below Rs.10,000	34	13.6
	Rs.10,000 - Rs.20,000	116	46.4

	Rs.20,000-Rs.30,000	83	33.2
	Above Rs.30,000	17	6.8
	Total	250	100
Type of family	Nuclear Family	167	66.8
	Joint Family	83	33.2
	Total	250	100
Occupation	Professional	68	27.2
	Business	81	32.4
	Salaried	59	23.6
	Others	42	16.8
	Total	250	100
Educational Qualification	SSLC	62	24.8
	HSC	41	16.4
	UG/PG	58	23.2
	Others	89	35.6
	Total	250	100

The above table states the results for age of the respondents. Out of 250 respondents 21.6% from the age group below 20 years, 40.4% from the age group between 21-30 Years, and 26.4% from the age group between 30-40 Years, 11.6% above 40 years of age. 28.4% are male, 71.6% are female. 28.8% are married, and 71.2% are unmarried. 13.6% are earn below Rs.10, 000, 46.4% are earn between Rs.10, 000 - Rs.20, 000, 33.2% are earning between Rs.20, 000-Rs.30, 000, and 6.8% are earning above Rs.30, 000. 66.8% are from nuclear family and 33.2% are from joint family. 27.2% are working professionals, 32.4% are doing business, 23.6% are salaried persons, and 16.8% are other occupational category. 24.8% have completed their SSLC, 16.4% have completed their high school, 23.2% have completed their under graduation and post-graduation, 35.6% have completed their other category courses.

Table showing expected value of the relationship between monthly income and frequency of shopping

MONTHLY INCOME					
FREQUENCY OF SHOPPING	LESS THAN 10000	10000 – 25000	25000 – 40000	MORE THAN 40000	TOTAL
1-3 TIMES	5.28	14.85	10.23	2.64	33
4-6 TIMES	5.76	16.20	11.16	2.88	36
6-10 TIMES	3.20	9	6.20	1.60	20
MORE THAN 10 TIMES	1.76	4.95	3.41	0.88	11
TOTAL	16	45	31	8	100

Table showing the calculation for the purpose of CHI-SQUARE analysis

O	E	(O-E)	(O-E)²
6	5.28	0.72	0.5184
7	5.76	1.24	1.5376
1	3.20	-2.20	4.84
2	1.76	0.24	0.0576
16	14.85	1.15	1.3225
13	16.20	-3.20	10.24
11	9	2	4
5	4.95	0.05	0.0025
9	10.23	-1.23	1.5129
13	11.16	1.84	3.3856
6	6.20	-0.20	0.04
3	3.41	-0.41	0.1681
2	2.64	-0.64	0.4096
3	2.88	0.12	0.0144
2	1.60	0.40	0.16
1	0.88	0.12	0.0144
	Σ(E) = 100		Σ(O-E)² =28.2236

$$x^2 = \sum \frac{(O-E)^2}{E}$$

$$x^2 = 28.2236 / 100$$

$x^2 = 0.2822$

VII. HYPOTHESIS

H₀ – There is no significant relationship between monthly income and frequency of shopping.

H₁ – There is significant relationship between monthly income and frequency of shopping.

Table showing the result of the Chi-square Test

Factor	Degree of Freedom	Calculated Value	Table Value	Accepted / Rejected	Significant/ Insignificant
Family monthly income	9	0.2822	3.48	Rejected	Insignificant

SOURCE: Primary data

LEVEL OF SIGNIFICANCE = 5%.

DEGREE OF FREEDOM = (r-1) (c-1) = (4-1) (4-1) = (3) (3) = 9

TABLE VALUE = 3.48

CALCULATED VALUE = 0.2822

THUS, H₀ IS ACCEPTED.

At the 5% level of significance, the estimated value (0.2822) is less than the table value (3.48), based on the results of the foregoing investigation. As a result, the null hypothesis (H₀) has been accepted. So it may be concluded that there is no statistically significant association between monthly income and the frequency with which people purchase apparels over the internet.

Table showing the expected value of marital status and type of fraud

MARITAL STATUS TYPE OFFRAUD	MARRIED	UNMARRIED	TOTAL
NON- DELIVERY	4.9	9.1	14
HIDDEN CHARGES	11.9	22.1	34
FAKE PRODUCTS	12.25	22.75	35
OTHERS	5.95	11.05	17
TOTAL	35	65	100

Table showing the calculation for the purpose of CHI-SQUARE test

O	E	(O-E)	(O-E)²
5	4.9	0.1	0.01
10	11.9	-1.9	3.61
17	12.25	4.75	22.5625
3	5.95	-2.95	8.7025
9	9.1	-0.1	0.01
24	22.1	1.9	3.61
18	22.75	-4.75	22.5625
14	11.05	2.95	8.7025
	Σ(E) = 100		Σ(O-E)²=69.7700

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = 69.7700 / 100$$

$$\chi^2 = 0.667700$$

HYPOTHESIS

H₀ - There is no significant relationship between the marital status and type of fraud.

H₁ - There is significant relationship between the marital status and type of fraud.

Table showing the result of the CHI-SQUARE TEST

Factor	Degree of Freedom	Calculated Value	Table Value	Accepted / Rejected	Significant/ Insignificant
MARITAL STATUS	9	0.697700	3.48	Rejected	Insignificant

Source: Primary data

LEVEL OF SIGNIFICANCE = 5%

DEGREE OF FREEDOM = (r-1) (c-1) = (4-1) (4-1) = (3) (3) = 9

TABLE VALUE = 3.48

CALCULATED VALUE = 0.2822

THUS, H₀ IS ACCEPTED.

At the 5% level of significance, the estimated value (0.2822) is less than the table value (3.48), based on the results of the foregoing investigation. As a result, the null hypothesis (H₀) has been accepted. As a result, it can be concluded that there is no statistically significant association between the marital status of the respondents and the sort of scam they have been the victims of.

Weighted Average Method:

Level of agreement	SA	A	I	D	DA	Score	Rank
Product's Factor	5	4	3	2	1		
Fake products are more on internet	39	25	17	12	7	3.77	1
Score	195	100	21	24	7		
Purchasing of apparels through online is risky	17	15	21	27	20	2.82	4
Score	85	60	63	54	20		
Information about products are not sufficient	13	9	31	33	14	2.74	5
Score	65	36	63	66	14		
Delay in shipment and delivery	31	24	19	11	15	3.45	2
Score	155	96	57	22	15		
Unexpected delivery charges	25	19	17	27	12	3.18	3
Score	125	76	51	54	12		

When it comes to the various issues that respondents have encountered while making an online purchase, respondents strongly agree on counterfeit items, strongly agree on delays in shipping and handling, ambivalent on unpredicted delivery charges, disagree on the notion that buying apparel through the internet is unsafe, and strongly disagree on the notion that product information is not adequate. As a result, among the numerous items, the respondents unanimously stated that counterfeit products were the most serious concern they encountered while making an online purchase.

VIII. FINDINGS

- (45%) of the respondents preferred online retailer for clothes purchases was flipkart.
- (32%) of the respondents believe that there is an issue with the eBay shopping website.
- (36%) of the respondents had made between 4-6 clothes purchases online in the previous year.
- (64%) of the respondents reported experiencing difficulties while making an online transaction.
- (29%) of the respondents have issues in the instance of a late deliveries.
- (66%) of the respondents had believed that there were a large number of counterfeit items on the internet.
- (35%) of the respondents have been subject of a bogus product.
- (77%) of the respondents felt that the safety issue is bigger when purchasing clothes on the internet.
- (38%) of the respondents expressed concern about the inability to purchase clothes online in remote regions due to a lack of availability of digital shopping options.

IX. SUGGESTIONS

- When purchasing garments from online retailers, the likelihood of receiving counterfeit merchandise increases, and the items should be thoroughly inspected before delivery.
- It is important to minimize complications while shopping product online and to give quality service.
- When doing online transactions, the danger of online fraud should be minimised, and the process should be made more secure.
- The prevalence of digital illiteracy should be minimised when it comes to clothing purchases made on the internet.
- Proper knowledge should be raised regarding the benefits of purchasing garments online, and trust should be established among online purchasers or consumers.

X. CONCLUSION

The information gathered through the questionnaire was extremely useful in identifying difficulties and learning about client opinions surrounding the purchase of apparels through online channels. Before delivery, the items should be checked for authenticity, and the number of bogus products sent should be limited.

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