

Deciphering the customer satisfaction of Indian online clothing stores

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Abstract: This research study explores customer satisfaction within Indian online clothing stores, capturing pivotal insights into user demographics, preferences, and challenges faced while shopping online. Analyzing a diverse respondent pool, the findings reveal that a significant portion of online shoppers (40%) fall within the 25-34 age bracket, with females constituting 57.3% of this demographic. Preference rankings indicated Ajio as the favoured platform, although concerns were raised regarding its customer support services. A staggering 84.5% of users reported difficulties during their online shopping experiences, with the most common issues including size and fit inconsistencies, limited payment options, security apprehensions, and the inability to physically inspect items prior to purchasing. The study further underscores urgent areas for improvement: enhancing delivery performance, bolstering customer support, and implementing robust security measures are crucial for elevating user satisfaction. Participants suggested several actionable improvements, such as providing detailed sizing information, developing virtual try-on features, streamlining the checkout process, and fostering an environment of transparent pricing. The insights gathered emphasize the need for retailers to actively engage with customer feedback to iterate and refine their online shopping offerings. Ensuring a user-centric approach can significantly enhance customer trust and satisfaction within the rapidly evolving Indian e-commerce landscape. By prioritizing improvements in critical areas, retailers stand to benefit from increased customer loyalty and an overall enriched shopping experience, ultimately driving growth in the competitive online clothing market.

Keywords: customer satisfaction, Indian online clothing stores, user demographics consumer preferences

INTRODUCTION

The fashion industry in India has seen significant transformations, especially with the rise of e-commerce, which has created a thriving market. Online fashion retail in India has been rapidly expanding, contributing significantly to the overall fashion industry. This article explores the complexities of the e-commerce market within the Indian fashion industry, highlighting the factors that have led to its growth and expansion. The Indian fashion industry is diverse and vibrant, catering to a wide range of consumers. Known for its traditional textiles and fabrics, the industry has not only gained popularity in India but also internationally, making it a significant contributor to the country's economy with a substantial workforce.

Emergence of E-Commerce in India:

In recent years, the Indian e-commerce market has experienced unprecedented growth due to the proliferation of smartphones and high-speed internet. The fashion industry is expected to play a crucial role in the projected \$200 billion e-commerce market by 2026. This growth has led to the emergence of various fashion e-commerce websites like Myntra, Ajio, Kanchan Fashion, and Meesho, among others, catering to the increasing digital needs of consumers.

The Future of E-Commerce in the Indian Fashion Industry:

The future of e-commerce in the Indian fashion industry looks promising, with businesses exploring new

technologies and strategies to stay ahead. Technologies like Artificial Intelligence are being utilized to personalize the shopping experience, while social media influencers are being leveraged to reach a wider audience. According to a joint report by Bain & Company and Aditya Birla Group, the online fashion and lifestyle industry in India is projected to grow to \$35 billion by 2028, highlighting the immense potential for growth in the sector. The Indian fashion industry's shift towards e-commerce has unlocked new opportunities for growth and innovation. With the right strategies and adaptation to evolving consumer preferences, the industry is poised for significant expansion in the coming years.

The online fashion and lifestyle sector in India has reached a value of \$11 billion and is expected to grow at a 25% compound annual growth rate (CAGR) to reach \$35 billion by 2028, as per a report by Bain & Company and TMRW, a brand firm owned by Aditya Birla Group.

Traditional offline brands like Louis Philippe and Puma have experienced a 34% growth in their online businesses from 2019 to 2023, reaching \$2.5 billion. On the other hand, newer online-first brands like The Souled Store and Bewakoof have seen a 33% expansion since 2019, reaching \$2.4 billion; these brands are projected to grow at an annual rate of approximately 35% to reach \$10 billion by the fiscal year 2028. Digital fashion brands are also increasingly focusing on addressing specific customer needs, aiming to

enhance customer loyalty, a strategy that sets them apart from traditional brands in the same sector. With the rise of digitalization and internet accessibility, there has been a noticeable increase in online shopping for clothing in India. The market offers a plethora of options, with more than 200 online clothing websites providing a diverse range of products directly to consumers. This shift towards online clothing shopping is driven by the convenience and flexibility it offers.

Many people are now choosing to buy clothing online, moving away from traditional brick-and-mortar stores. The PRC Ministry of Information Technology reported a significant surge in online clothing shoppers in India, emphasizing the need for a detailed study on customer satisfaction and its determinants in the online clothing shopping sector. It is crucial to identify the factors that influence customer satisfaction in online clothing shopping and understand their impact (Rachna Jain, 2020). The customer satisfaction in online clothing shopping is based on insights gathered from customer surveys. It examines several critical factors, such as website layout, security, information quality, payment options, customer support, product quality, product variety, and delivery performance, to understand their impact on customer satisfaction in this context (Rachna Jain, 2020).

LITERATURE REVIEW

Preamble: The research project, "Deciphering Customer Satisfaction of Indian Online Clothing Stores," delves into the realm of e-commerce, specifically focusing on customer satisfaction levels across five prominent online shopping websites in India: Flipkart, Amazon, Myntra, Ajio, and Tata Cliq. With the e-commerce landscape rapidly evolving, understanding customer satisfaction trends is crucial for enhancing website usability, product selection, and customer service. This study aims to identify key areas for improvement in online clothing shopping by analysing customer feedback and preferences.

In the marketing management, consumer satisfaction stands out as a pivotal and extensively studied concept (Thakur and Srivastava, 2015). Within the context of the clothing industry, customer satisfaction is a critical factor influencing customer acquisition, retention, and the sustainable growth of online clothing stores (Chen Z, 2012). The correlation between customer expectations and their actual experience shapes the level of satisfaction. This level is achieved when the experience either meets or surpasses customer expectations (Khristianto, 2012). Chamhuri and Batt suggest that organizations should implement effective targeting and segmentation strategies to enhance customer satisfaction. Segmentation strategies help in categorizing potential customers into different groups, while targeting strategies enable organizations to focus on their desired customer base to achieve financial benefits. Slamet et al. (2015) also emphasize the importance of meeting customer needs and planning accordingly. They highlight that promotional activities play a significant role in customer retention and encouraging repeat purchases.

Price is a crucial factor influencing customer behavior.

Customers are likely to choose a business offering the lowest price, but this does not mean they will be satisfied with cheap products. Quality is another major factor affecting customer satisfaction. Customers expect to receive high-quality products at the best possible price. Freymann notes that customer perceptions of a retail store's service directly impact their decision to continue purchasing from that store, leading to customer satisfaction and loyalty. In today's fast-paced world, organizations should provide additional free services to establish their position in the market. It is also essential for organizations to enhance their technological aspects to help customers save time, leading to increased customer satisfaction.

Pricing Strategies:

One of the key strategies used by retail businesses is pricing strategy. Customers carefully evaluate whether the price of a product is appropriate, making pricing crucial for maximizing profit and ensuring customer loyalty and repurchase. Some popular pricing strategies include:

1. **Variable Pricing Strategy:** This strategy involves changing prices over time, often through regular sales promotions. It is popular among consumers because it offers discounts, attracting them to the store and fostering loyalty.
2. **Fixed Pricing Strategy:** This strategy involves maintaining a constant price for an extended period. It relies on economies of scale and simplification of product management, enhancing consumer engagement.

Product Quality Strategies:

Another strategy used by retail businesses to satisfy customers is focusing on product quality. Customer satisfaction is closely linked to the perceived quality of products and services. Retailers aim to provide products and services of the highest quality to meet customer expectations. Consumers associate quality with properties such as durability and reliability. Retailers strive to consistently deliver high-quality products and services to maintain positive consumer perceptions and ensure continued success in the competitive market.

Marketing Strategies:

Marketing strategy is a vital approach used by retail companies to ensure customer satisfaction. It involves a range of activities aimed at maintaining a positive relationship with customers. Through marketing, companies leverage their strengths and capabilities to meet consumer needs and market demands. Presentation and packaging also play a significant role in engaging and retaining customers. Therefore, retailers focus on presenting and packaging their products attractively to capture consumer attention and loyalty. Providing accurate product information is another key aspect of marketing that significantly influences consumer engagement. Retailers often offer discounts and special offers to their loyal customers, such as reward points and offer cards, which can be redeemed for future purchases. Utilizing the internet for marketing, including creating Facebook and Instagram pages for the store and advertising on social media, is also a common practice. Referral strategies are used to attract

new customers and reward existing ones. Discount offers, like Black Friday sales, are another effective strategy used by retailers to attract new customers and retain loyal ones.

Concept of Online Shopping:

Online shopping, also known as electronic purchasing or internet shopping, refers to buying goods and services using a web browser over the internet, through a mobile phone, internet television, or computer. Online shopping is preferred by many people, especially those with busy schedules who prefer the convenience of shopping from home rather than visiting physical stores. According to Jennifer Rowley (1998), online shopping is a form of electronic commerce that allows customers to purchase products from sellers through the internet.

Additionally, Jennifer Rowley's study in 1998 highlights that consumers often discover desired products on the internet and compare them across different websites, ultimately choosing a product based on its combination of reasonable pricing and good quality. Online shopping can be categorized into two types: Business-to-Business (B2B) and Business-to-Customers (B2C). B2B involves selling products to other businesses, while B2C involves selling directly to customers. Weiber and Kollmann (1998) suggest that online technologies offer several competitive advantages, including individuality, agility, interactivity, and selectivity. They also note that online shopping has become the third most popular online activity, following email and instant messaging. Kotler (2003) emphasizes that customers make purchasing decisions on online stores based on reviews from other customers, the website's graphic design, and additional services offered. Therefore, organizations must focus on these aspects to gain financial benefits.

As technology advances and people become busier, online shopping has become increasingly popular due to its convenience and time-saving benefits. Consumers can easily find and compare products online, saving them time and offering a wide range of choices. Online shopping provides benefits such as easy price comparison, access to a variety of products, 24/7 availability, and the convenience of shopping from home. However, online shopping cannot fully replace the experience of shopping in a physical store. Retail stores offer a multi-dimensional shopping environment that includes the ambiance, music, and physical interaction with products, providing an experience that online shopping cannot replicate. Shopping in retail stores is often seen as a form of entertainment and social experience, which many people value and are unlikely to change, especially those who are unfamiliar with computers or uncomfortable using the internet for shopping.

Strategies for Online Product Promotion:

Companies must implement effective online strategies to promote their products, as customers increasingly rely on the internet for information. Having a strong online presence allows organizations to reach a larger audience in a shorter amount of time. It is essential for companies to develop a solid marketing plan and promotional strategy to

effectively promote their products.

Inter and Cross-Category Effects:

Online retail stores often showcase the value and benefits of their products to attract consumers. They also highlight substitute and complementary products to encourage consumers to make additional purchases, thereby increasing sales.

Loyalty Programs: Retail companies use loyalty programs to reward repeat customers. These programs are designed to incentivize existing customers to make frequent purchases, ultimately fostering loyalty and reducing the likelihood of them switching to competitors.

Customer Engagement Strategies:

Engaging with loyal customers through private events, previews, demos, and exclusive offerings can be an effective way to promote products. These strategies not only encourage repeat purchases but also help in word-of-mouth promotion.

Online Recommendation Systems:

Retailers use online recommendation systems to provide consumers with information about savings opportunities and to highlight the economic value of their products, encouraging consumers to make purchases.

Trade-In Programs:

Introducing trade-in programs for new products can be effective, as consumers are more likely to purchase a new product using credits or tokens they already have from trading in their old products.

Dynamic Consumer Preferences:

Retail companies must be adaptable to changes in consumer preferences, such as location and product types, to effectively promote their products and meet customer demands.

Online Marketing Strategies:

Retail companies use various online marketing strategies, such as content marketing, email marketing, and social media marketing, to promote their products. These strategies aim to create engaging content, build an email list for promotional campaigns, and leverage social media platforms to reach a wider audience and drive sales.

Affiliate Marketing: This strategy involves other individuals or entities advertising and selling a product by promoting it on their websites or blogs in exchange for a commission per sale. It is an advertising model where a company compensates third-party publishers for generating traffic or leads to its products and services. The publishers, known as affiliates, are incentivized by the commission fee to promote the company's offerings.

Mobile E-commerce: Many people prefer to make purchases through mobile devices due to the convenience of placing orders during work or commute. App-based online shopping has become a popular method for selling products.

Press Releases: Press releases are used to advertise a product, but before issuing one, companies should analyse the product, target audience, and content of the press release carefully to ensure its effectiveness.

Sponsoring/Events: Organizing or sponsoring events is an effective way to promote a store or product. Events generate excitement among customers and can attract new prospects. Even simple events like open houses or info sessions can be effective, especially when collaborating with other local businesses. Virtual events have also become popular, offering opportunities for product demos, Q&A sessions, and collaborations with influencers.

Conducting a study to pinpoint the determinants of customer satisfaction is crucial as it serves as a yardstick for analysing a business's performance and growth, and can guide future strategies (Alan and Yasin, 2010). Numerous studies have focused on identifying factors that contribute to customer satisfaction (Kim and Kim, 2010) and (Wolfenbarger and Gilly, 2003). These studies have highlighted that the factors such as website layout, security considerations, information quality, payment methods (Grace and Chia-Chi, 2009), customer support or pre-service quality, product quality, product variety and delivery service and support significantly influence customer satisfaction in the context of e-commerce clothing websites. Sang Yong Kim and Young Jun Lim (2001) suggest that factors such as reliability, information quality, convenience, speed, and entertainment play a crucial role in determining customer satisfaction when shopping for clothing online.

Website Usability: This includes features like easy navigation, clear layout, and user-friendly functionalities.

Visual Appeal: An attractive and well-designed website with impactful visuals creates a positive online shopping experience.

Information Availability: Customers appreciate websites that provide clear, accurate, and well-organized information about products and services.

Personalization: Websites that cater to individual preferences can enhance customer satisfaction.

Security: Strong security measures that protect customer information and financial transactions are crucial for building trust and satisfaction.

Overall, a well-designed, informative, secure, and user-friendly website is essential for creating a positive online shopping experience and satisfied customers (Rachna Jain, 2020).

Payment Modes:

- **Variety of Options:** Customers appreciate online stores offering multiple payment options like credit cards, debit cards, net banking, mobile wallets, and cash on delivery (COD). Studies show a preference for COD in India.

- **Security and Privacy:** Customers prioritize secure payment gateways that protect their financial information and personal details. They expect websites to comply with data privacy regulations.
- **Ease of Transaction:** A smooth and hassle-free payment process is essential. Complex or time-consuming checkout experiences can lead to cart abandonment and dissatisfaction (Rachna Jain, 2020).

Customer Support:

- **Responsiveness and Helpfulness:** Customers value prompt and helpful customer support that addresses their questions and resolves issues efficiently.
- **Importance of Service:** Customer service has become a critical factor for online businesses, influencing customer satisfaction and purchase decisions. Studies indicate a positive correlation between quality customer support and online shopper satisfaction (Rachna Jain, 2020).

Product Quality:

- **Information and Reviews:** Since online shopping limits physical interaction with products, customers rely heavily on detailed product descriptions, high-quality images, and customer reviews to assess quality before buying.
- **Trial Options:** Some websites offer 'try and buy' options where customers can try the product before committing to a purchase. This can be particularly helpful for categories like clothing or cosmetics.
- **Perceived Value:** High perceived product quality, along with factors like discounts and promotional offers, significantly impacts customer purchase decisions and satisfaction.

In conclusion, online stores that provide a variety of secure payment options, efficient customer support, and high-quality products with accurate information are more likely to create satisfied customers (Rachna Jain, 2020).

Online shoppers are a breed of curious explorers, forever seeking a vast and diverse digital landscape. The wider the variety of products offered by a retailer, the more enticing the online marketplace becomes. Studies have shown that a cornucopia of choices, like a treasure trove overflowing with possibilities, captures customer attention and fuels the thrill of the hunt. Just imagine – a virtual smorgasbord of options, all waiting to be discovered.

But the adventure doesn't end there. Once that perfect product is unearthed, online shoppers crave swiftness and efficiency. The post-purchase experience hinges on the speed and reliability of the delivery service, the invisible partners who bring the spoils of the shopping expedition directly to the customer's doorstep. Speedy deliveries transform anticipation into exhilaration, leaving a trail of satisfied customers in their wake. Research confirms that the studies have consistently highlighted that prompt and dependable delivery is a key factor influencing online shopper satisfaction. It's the final flourish that completes the online shopping experience, ensuring a happy ending to

the digital quest (Parasuraman, 2005).

E-satisfaction captures the emotions and overall impression a customer forms while interacting with an online store. It's essentially a customer's judgment of how well an online store's performance measures up to their expectations.

There are two main types of e-satisfaction:

Transaction-based: This arises after a single purchase experience, where the customer evaluates how smoothly the transaction went (Parasuraman, 2005).

Cumulative: This reflects a customer's overall satisfaction built up over multiple purchases from the same store (Parasuraman, 2005).

The key to fostering e-satisfaction lies in exceeding customer expectations through high-quality e-services. Excellent e-service quality, encompassing aspects like website design and informative content, translates to happy customers. This happy customer base is not only loyal and likely to return, but also attracts new customers seeking a positive online shopping experience. Ultimately, a store's success hinges on its ability to keep customers satisfied, as satisfied customers are the backbone of any profitable business. (Parasuraman, 2005).

In business, customers are the lifeblood, often considered as kings. The success of any business hinges on customer satisfaction, which measures the extent to which customers are pleased with a product, its quality, and their overall experience. It indicates whether customers are content engaging with a business or not and is a crucial metric for gauging business success. The future of e-retailers in India appears promising, as they provide consumers with a convenient way to save time and money by shopping online within their budget. E-retailers like Flipkart.com offer competitive prices and a hassle-free shopping experience, reshaping the concept of online shopping and influencing consumer behaviour. The success of e-tailers in India depends on their popularity, branding image, and unique policies. Studies on internet shopping have revealed insights into why people shop online, what they purchase, how much they spend, any encountered issues, and future online shopping intentions. Increasing internet and mobile penetration, coupled with growing acceptance of online payments, have provided companies with a unique opportunity to connect with their customers. Online shopping has become popular among both young men and women, offering them the convenience to browse through multiple sites, find the best deals, and place orders within minutes, eliminating the need for extensive shopping trips. Online shopping, also known as e-tailing, is experiencing significant growth in India's clothing industry. The eBay India Census (2011) highlighted this trend, noting that India boasts over 3,311 eCommerce hubs. Traditionally, Indian consumers used the internet to compare products but often made purchases through traditional means. However, with increasing internet awareness and availability, as well as PC penetration, there has been a notable shift towards online shopping. According to The Times of India's article on the Online Retail Industry (2011), factors such as a

booming economy and rising disposable incomes have contributed to this evolution, as stated by D S Rawat, the Secretary General of ASSOCHAM. An ASSOCHAM survey, as reported in The Economic Times (2011), identified apparel as one of the major attractions for online shoppers in India. The wide variety of these items available online, coupled with the ease of searching and comparing products on websites, has contributed to the popularity of online shopping. Additionally, the convenience of 24x7 shopping and home delivery of products, along with discounts, vouchers, and free gifts offered by shopping websites, continue to attract an increasing number of online clothing shoppers.

The Indian online clothing retail industry is experiencing rapid growth, with an increasing number of consumers turning to online platforms for their shopping needs. However, ensuring high levels of customer satisfaction poses a significant challenge for online clothing stores. Factors such as website usability, product selection, and customer service play a crucial role in shaping customer satisfaction levels. Understanding these factors and their impact on customer satisfaction is essential for online clothing stores to remain competitive in the market and attract and retain customers.

OBJECTIVE: The main objective of this study is to analyse customer satisfaction levels across five prominent online shopping websites in India, namely Flipkart, Amazon, Myntra, Ajio, and Tata Cliq and to identify trends and areas for improvement in website usability, product selection, and customer service to enhance overall customer satisfaction.

Furthermore, it also aims

- To examine critical factors such as website layout, security, information quality, payment options, customer support, product quality, product variety, and delivery performance.
- To understand the relationship between customer satisfaction and customer loyalty in the context of online clothing shopping.
- To explore the role of customer demographics and shopping behaviours in influencing customer satisfaction.

SCOPE OF THE STUDY

- As the Internet's reach expands and consumer internet literacy grows, retailers are increasingly offering online shopping options. This shift in consumer behaviour has prompted businesses to adapt their strategies to the online realm.
- By studying and understanding the factors influencing Indian customers' behaviour online, e-marketers can tailor their strategies to better align with customer preferences within the online clothing sector.
- Specifically, the study will examine the following aspects: preferred product categories for online purchases, perceptions of product quality and availability, speed and reliability of delivery methods, responses to pricing strategies and promotional offers, variety and convenience of payment options, satisfaction with shipping, return, and exchange

policies, and the design, information, accessibility, and ease of use of online clothing websites.

RESEARCH METHODOLOGY

The research methodology for this study involves a combination of exploratory and descriptive designs to formulate a hypothesis. The study instrument includes questions related to demographic details of respondents and

questions analysing the impact of various factors (such as website layout, security, etc.) on customer satisfaction in online shopping. Variables are measured using a Likert scale (5-point), yes/no questions, and open-ended questions. The Sample size is 110 with Simple random sampling being chosen as the sampling type and SPSS 26 is used to analyse the data received from questionnaire.

RESULT AND DISCUSSION

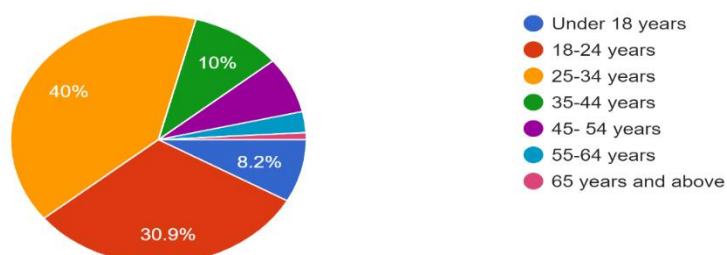
A questionnaire was designed, and responses were obtained to understand the Customer satisfaction with regards to Indian online clothing store and find the effect of the determinants on the customer. If the study's small sample size limits the depth of insights, it is likely that the current model overlooks the diversity of experiences and demographics. Including more variables and a larger, more diverse sample in future research could lead to a more comprehensive and consistent model.

In terms of customer service, the study finds that prompt and helpful customer support positively correlates with higher levels of customer satisfaction. Additionally, the availability of multiple payment options and flexible return policies contributes to overall customer satisfaction levels.

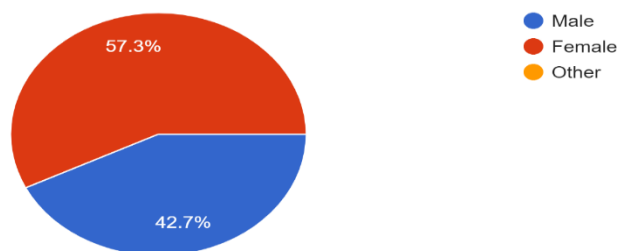
Product quality and variety emerge as crucial factors influencing customer satisfaction, with customers expressing a preference for a wide range of high-quality products. Delivery performance, including speed and reliability, also significantly impacts customer satisfaction, indicating the importance of efficient logistics and delivery systems.

Overall, the study's findings suggest that a holistic approach to customer satisfaction, focusing on website usability, product quality, customer service, and delivery performance, is essential for online clothing stores to enhance customer experience and loyalty.

1. Please select your age group
110 responses

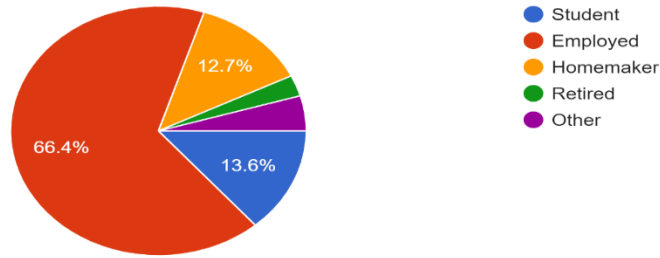


2. Specify your gender
110 responses



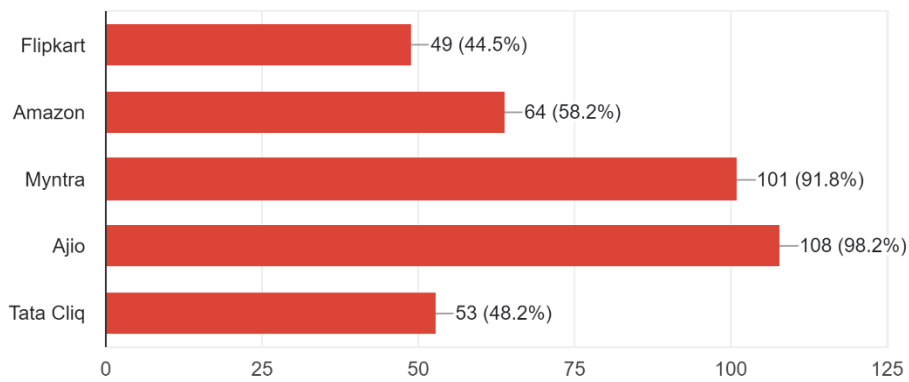
3. Occupation

110 responses



4. Which of the following online shopping websites do you prefer for purchasing clothing in India? (Select all that apply)

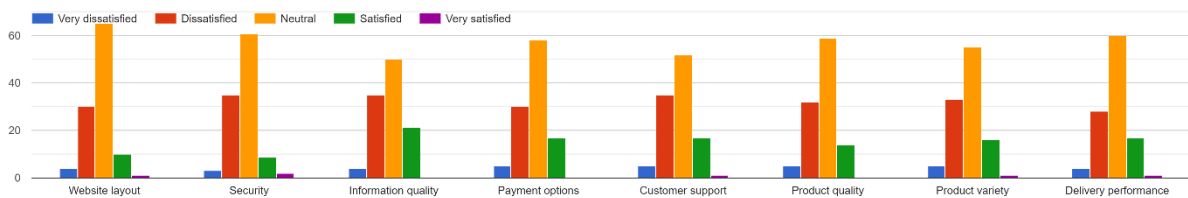
110 responses



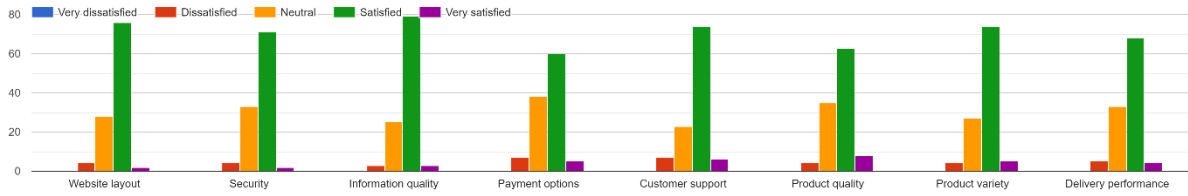
5. Please rate the following aspects of Flipkart's online shopping experience based on your satisfaction level.



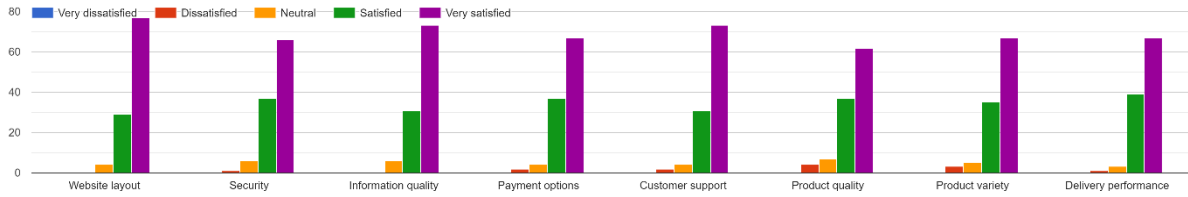
6. Please rate the following aspects of Amazon's online shopping experience based on your satisfaction level.



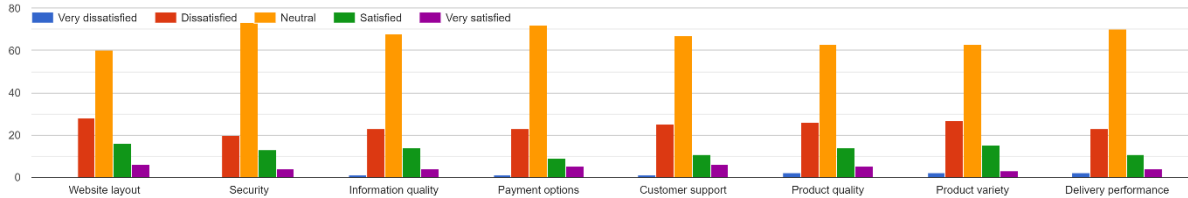
7. Please rate the following aspects of Myntra's online shopping experience based on your satisfaction level



8. Please rate the following aspects of Ajo's online shopping experience based on your satisfaction level

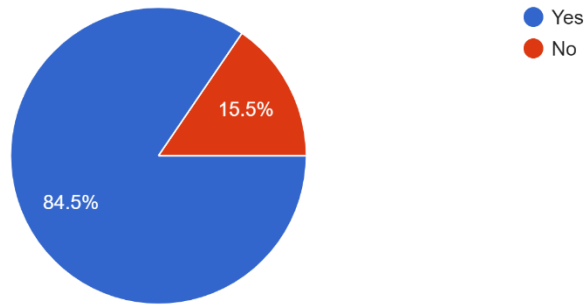


9. Please rate the following aspects of Tata Cliq's online shopping experience based on your satisfaction level



10. Have you faced any problems while shopping on these websites? (Yes/No)

110 responses

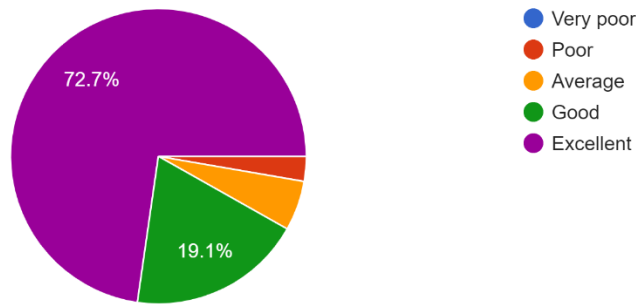


11. What are the main barriers you face when shopping online for clothing? 110 responses

Size and fit	Limited payment options
Security concern	Lack of physical inspection
Lack of personalized options	Accessibility
Shipping charges and time	Environment concerns
Quality issues	Return and exchange

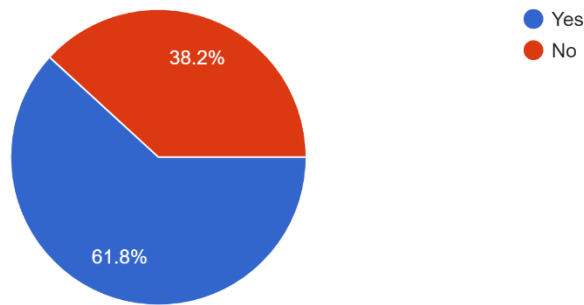
12. How would you rate your overall shopping experience on these websites?

110 responses



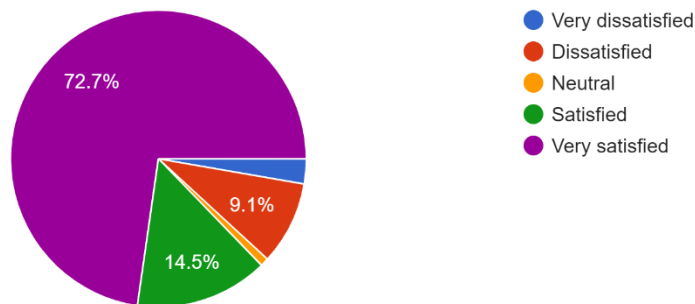
13. Do you believe that your satisfaction with an online shopping website influences your loyalty to that website?

110 responses



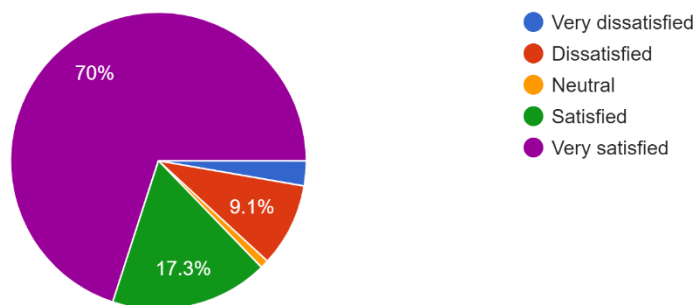
14. How satisfied are you with the speed of delivery methods offered by these websites?

110 responses



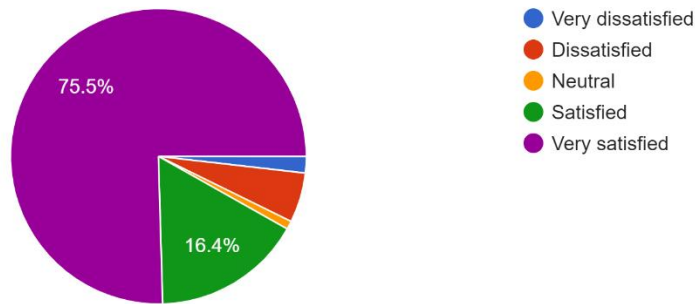
15. How satisfied are you with the reliability of delivery methods offered by these websites?

110 responses



16. How satisfied are you with the shipping, return, and exchange policies of these websites?

110 responses

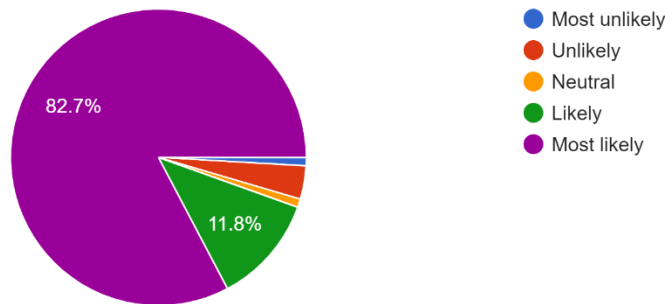


17. **What improvements would you suggest to enhance your online shopping experience for clothing? 110 responses**

Improved customer support	Personalized recommendations
Transparent pricing	Technology driven approach
Flexible return and exchange policy	Fast shipping
Virtual try on	Improved sizing information.
Enhanced security measures	Enhanced product description

18. How likely are you to recommend these online shopping websites to a friend or family member?

110 responses



Exploratory Factor Analysis (EFA): Principal Component Analysis was employed as the extraction method, with a Varimax rotation method and Kaiser normalization. Out of 45 items, 38 items with factor loadings greater than 0.5 were retained, resulting in the extraction of 9 factors through EFA. **Table 1: Exploratory Factor Analysis (EFA)**

Factors	Rotated Component Matrix	Factor Loading
Website Layout	Website Layout is good	0.703
	The home page provides all the necessary information	0.740
	The home page navigates me towards the required information	0.545
	The interface of the website is easy to use	0.606
	The Website creates a good visual impact with the usage of colors	0.583
	The website visual design is attractive.	0.732
	Using the website makes me feel happy	0.681
	I feel that the website is simple and easy to use	0.576
	Website is user-friendly	0.652
Security	My credit card information is safe while using this website.	0.669
	The website has sufficient security features	0.541
	Website is trustworthy	0.821
	I consider my transactions to be safe with this website	0.714

Information Quality	Potential Customer get accurate information from this website	0.797
	The website provides reliable information	0.582
	The website provides informative details in an effective manner	0.586
	The website provides complete information for buying decision	0.592
	The website provides detailed information about the products	0.720
	The website provides relevant information to potential customers	0.754
Payment Mode	The website provides multiple options for payment like amazon pay, net banking, cash on delivery (COD), debit card, credit card, airtel payments, etc.	0.646
	I trust the payment options provided by the website	0.568
Customer Support	Customer support staff are helpful	0.583
	Customer get a prompt response from executives on their inquiries	0.563
	Customer needs are properly catered by the company	0.609
Quality	Quality expectations of the products are thoroughly met by the website	0.546
	The website provides satisfactory product quality	0.551
Assortment	The website provides a complete range of products	0.516
	The products offered by the similar website are available at this website too	0.816
	Most of the needed products are available at this website	0.782
	The website provides a good assortment of products	0.766
Delivery Performance	The product is delivered on time by the website	0.588
	The website provides correct ordered products	0.737
	The products are properly packed by the delivery partners	0.727
	Delivery modes provided by the website are satisfactory	0.617
Customer Satisfaction	I will prefer to order from the same website in the future too	0.634
	It was a wise decision to buy product from this website	0.692
	Purchasing from this website was an enjoyable experience	0.608
	Purchasing from this website was satisfactory.	0.548

Descriptive statistics: Table 2: Descriptive Statistics Analysis

Determinants	Mean	Std. Deviation
Customer Satisfaction	3.733	0.724
Website Layout	3.809	0.600
Security	3.763	0.659
Information Quality	3.753	0.603
Payment Mode	3.720	0.773
Customer Support	3.667	0.745
Quality	3.775	0.683
Assortment	3.715	0.620
Delivery Performance	3.830	0.665

Regression Analysis: The multiple regression analysis assessed the relationship between variables. Information quality had the strongest impact on customer satisfaction ($\beta = 0.329$), followed by Assortment ($\beta = 0.243$).

Table 3: Regression Analysis

Determinants	Coefficients Unstandardized		Coefficients Standardized	t- value	Sig.
	β	Std. Error	Beta		
(Constant)	0.451	0.319		1.412	0.161
Website Layout	0.127	0.138	0.126	0.293	0.052
Security	0.089	0.109	0.191	2.423	0.002*
Information Quality	0.395	0.142	0.329	2.778	0.007*
Payment Mode	0.179	0.083	0.192	2.153	0.034*
Customer Support	0.087	0.112	0.187	3.25	0.003*
Quality	0.115	0.088	0.128	2.009	0.046*
Assortment	0.284	0.112	0.243	2.531	0.013*
Delivery	0.125	0.092	0.115	1.361	0.177
Performance					

*R-square=0.690, Adjusted R-square= .663, p<0.05

CONCLUSION

The study "Deciphering the Customer Satisfaction of Indian Online Clothing Stores" revealed several key findings about the demographics and preferences of users. The majority of users were in the 25-34 age group (40%), with a higher proportion of females (57.3%) compared to males. A significant portion (66.4%) of the users were employed. In terms of rankwise preference, Ajio emerged as the top choice, followed by Myntra, Amazon, Tata Cliq, and Flipkart. However, Ajio needs to focus more on customer support, while Myntra should improve both customer support and delivery performance. Amazon, Flipkart, and Tata Cliq need to enhance the overall shopping experience. The study also found that 84.5% of users encountered problems while shopping online for clothing, with the top 10 reasons being size and fit issues, limited payment options, security concerns, lack of physical inspection, lack of personalized options, accessibility issues, shipping charges and time, environmental concerns, quality issues, and return and exchange problems. Customers suggested several improvements, including enhanced customer support, personalized recommendations, transparent pricing, a technology-driven approach, flexible return and exchange policies, fast shipping, virtual try-on features, improved sizing information, enhanced security measures, and more detailed product descriptions.

The findings of the study can guide strategies for Indian online clothing retailers and entrepreneurs looking to build their websites. They highlight the importance of providing quality information, a wide product assortment, and ensuring security to meet the preferences of Indian online shoppers. Retailers should focus on developing secure interfaces, providing detailed product information, and demonstrating product quality to build customer trust. Additionally, offering effective customer support, such as live chat and 24/7 assistance, can enhance the overall shopping experience and increase customer satisfaction in the Indian online clothing industry. Few improvements like enhancing customer support services to address user concerns promptly and effectively, ensuring a positive

shopping experience can be done.

Likewise, below points can be taken into consideration.

- Improve delivery performance to meet customer expectations regarding shipping times and order accuracy, enhancing overall satisfaction.
- Address size and fit issues by providing detailed sizing information and offering virtual try-on features to help customers make more informed purchasing decisions.
- Provide a seamless and user-friendly checkout process to improve convenience and reduce cart abandonment rates.
- Implement robust security measures to protect customer information and increase trust in the online shopping platform.
- Understand the needs, preferences, and pain points of online clothing shoppers through user research, surveys, and feedback to gain insights into their shopping behaviour and challenges.

Continuously iterate and improve the online shopping experience based on user feedback and testing results

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