Consumers' Satisfaction towards Perceived Apparel Quality Based on Online Shopping

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Abstract: The way Indian consumers are spending their money on various items has changed in recent years. With the ever-increasing penetration of internet and social media, the purchasing behaviour of Indian consumers has changed dramatically. The present study is based on the perceptions, buying behaviour and satisfaction of the consumers in Indian market. In this study, a survey was conducted and 200 questionnaires were distributed among the online shoppers. The replies had been analyzed by means of frequency distribution, average and t-test analysis. The results of the survey analysis has drown the most of the people already shopping online and prefer to make their purchase online, but there are some factors such as psychological factors, social factors and the privacy factors which affect the buyer attitudes of online purchases.
Keywords: Consumer satisfaction, Perceived apparel quality, Online shopping, Consumers attitude

I. INTRODUCTION

Development in technology and an increase in the usage of internet in recent times have led to a drastic, increase in the practice of online shopping. The greater the accessibility of internet to the general population, higher is the number of people shopping online. Consumers buy products from various apparel websites and depict a specific kind of behaviour which is related to various demographic factors, such as, age, gender, income group, marital status, occupation, etc.

Consumer attributes play an important role in online shopping. Most important factors that influence online buying are attitude, motivation, trust, risk, demographics, website etc. The attitude of consumers is based on the services provided by the e-retailers in terms of quality of products, customized delivery options, wide range of payment options including cash on delivery and after sales services offered by the website. The factors like ease of use, website design and trust built in the websites make the consumers shop online frequently. The various factors determining buying intention are trust, which is being built in the website, website features, payment methods and convenience to shop etc.

Consumer behaviour is the intent or the attitude shown by the consumers while shopping online. Consumer behaviour includes various practices, for instance, how people usually buy, what things they prefer buying, when or at what time are they comfortable buying, why they buy the products or how they decide on the products that they buy.

Consumers' behaviour towards online shopping and purchase intention for shopping online depends predominantly on the perceived risk and the perceived apparel quality associated with the online purchase. These relationships are controlled and driven by factors, such as "consumer traits, situational factors, product characteristics and previous online shopping experiences". Consumer attitude towards online shopping is a prominent factor affecting actual buying behaviour. According to Burke (2002) "four relevant demographic factors: age, gender, education, and income have a significant moderating effect on consumers' attitude toward online shopping".

Consumers achieve a high level of satisfaction when their expectations are met. It influences shopping behaviour in a positive manner. The consumers' decision to buy online is influenced by the level of satisfaction. When the products received by the consumers are same as described and displayed on the website, the consumers' trust is placed in the website. The attitude of males and females towards online shopping depends on the perceived apparel quality of the product. If the product received by the consumers is same as displayed on the website, consumers are satisfied with the online purchase. The material used for the construction of the apparel, and its style, fit, pattern design and workmanship, along with appropriate packaging and delivery of the product, build trust in the consumers which leads to increase in purchase of apparel online. They revisit the website and their purchase intention is affected positively.

II. FACTORS INFLUENCING CONSUMER BEHAVIOUR

There are a number of factors which affecting shopping behaviour of consumers. According to Angel et al., (1968) "Consumer buying behaviour is influenced by the major three factors: i.e. social, psychological and personal factors".

A. Social factors

Social factors are the influences that other people or the society applies on the buying behaviour of consumers. These social factors include beliefs and culture, people and the families, social classes and various reference groups.

B. Psychological factors

Psychological factors are related to internal forces generated within an individual himself that affects the buyer's purchase decision. The major forces include motivational factors, perception related to perceived risk and perceived apparel quality, knowledge, behaviour and personality of an individual.

C. Personal factors

Personal factors include features that are unique to an individual and play an important role in affecting their buying behaviour. These factors include demographic factors such as age, gender, etc., lifestyle that includes the size of family of an individual, and situational factors relating to the income group that the individual falls under. "Online shopping behaviour in India is significantly affected by various demographic factors like age, gender, marital status, family size and income" (Nagra&Gopal, 2013).

III. OBJECTIVE

To assess consumer satisfaction level of males and females towards perceived apparel quality based on online shopping

A. Hypothesis
1) *H1:*There will be a significant difference in the attitudes of males and females towards perceived apparel quality

IV. MATERIAL AND METHODS

The respondents involved in the study were selected from the Jaipur city. The sample size selected for the study was 200 online consumers. Out of which, 90 were male and 110 were female respondents in between age group of 21-30 years and 31-40 years.Snowball sampling technique was used in the study. Perceived apparel quality scale was used to measure consumer satisfaction level towards perceived apparel quality based on online shopping. The scale was self structured and was standardized. It was used to find out the level of satisfaction with perceived apparel quality based on online shopping.A five point Likert Scale was used to get the responses which included options:5- Strongly agree, 4- Agree, 3- Neutral, 2- Disagree, and 1- Strongly disagree. For reliability, the Cronbach's alpha was conducted. Cronbach's alpha coefficient of 0.86, indicating a good level of reliability. The collected data was coded, tabulated and analyzed using various statistical techniques. Statistical technique such as mean, standard deviation and t-test were used. All the statistical analysis was done through SPSS 22.0.

V. RESULTS & DISCUSSION

A. Profile of the respondents

Under this section an attempt has been made to compile personal attributes of the respondents such as gender, age, employment status, annual income and marital status of the respondents.

1) *Gender:*The above table shows that 55 per cent of the respondents are female and the remaining 45 per cent respondents are male. The results reveal that females like to shop apparel online as compared to their male counterparts.
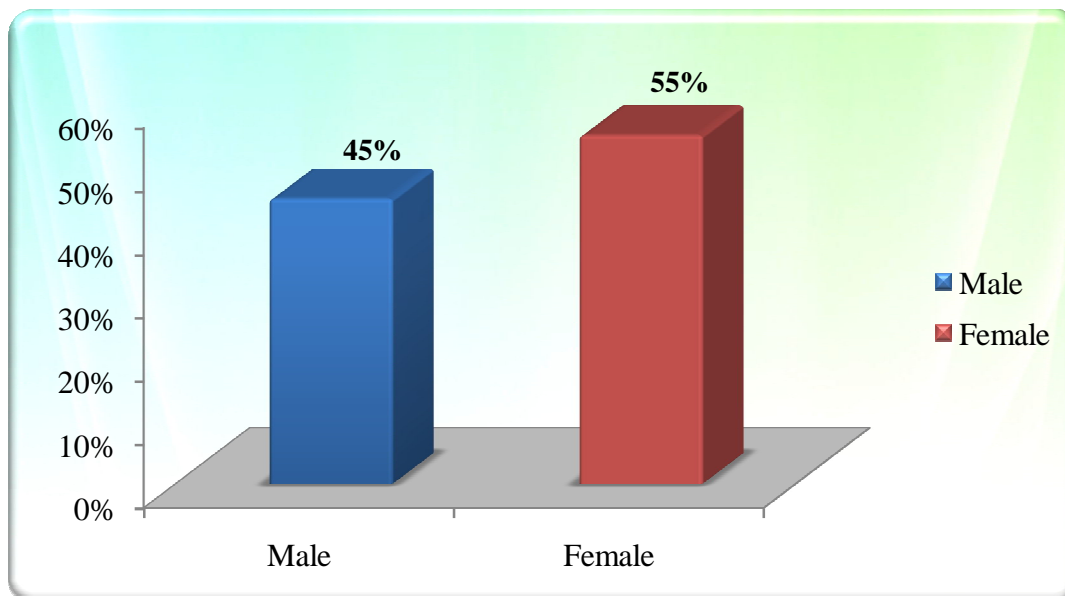
Figure 4.1 Distribution of respondents involved in online shopping according to gender

2) *Age:* The results of table show that the female respondents belonging to 21-30 years of age group prefer online shopping (35%) as compared to their male counterpart (29%). Even in the age group of 31-40 years, females have a higher preference for online shopping as compared to males. In age group 31-40 years, 20 per cent females prefer online shopping as compared to 16 per cent males.
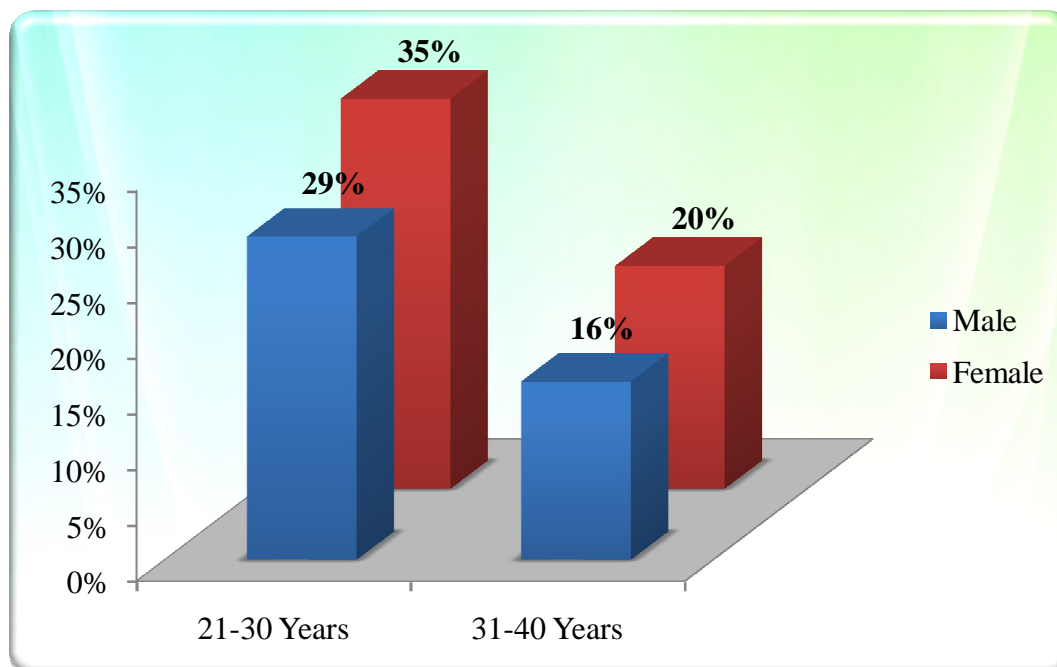

Figure 4.2 Distribution of respondents involved in online shopping according to age

3) *Employment status:*The results of the table show that online shopping is mainly done by females who are employed (36%) compared to males (17%). But in the category of unemployed respondents, males (28%) were found to be more inclined towards online shopping as compared to their female counterparts (19%).
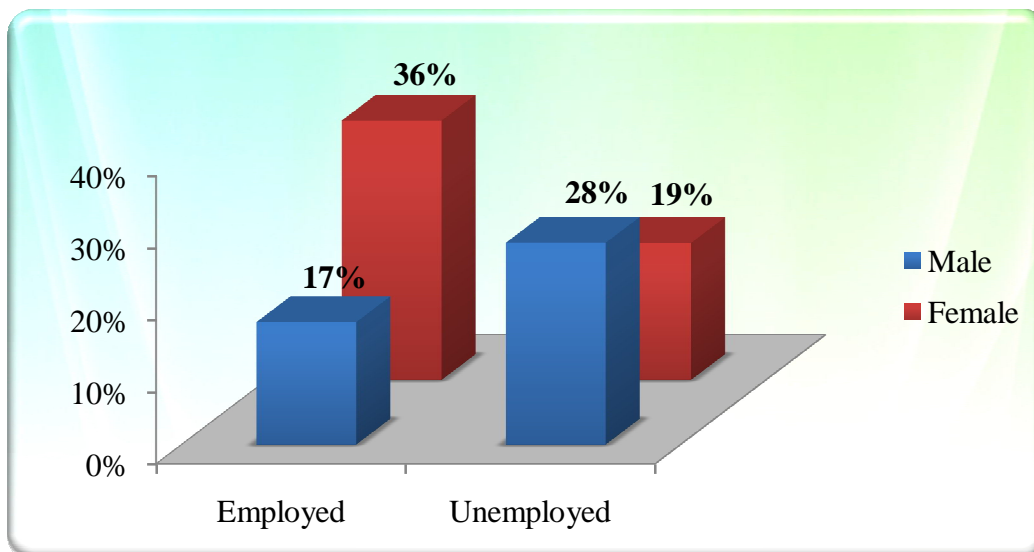
Figure 4.3 Distribution of respondents involved in online shopping according to employment status

4) *Annual income:* The results show that female respondents (19%), earning more than 7 lacs per annum and prefer online shopping compared to male respondents (7%). Even in the income group of 3-5 lacs per annum, 18 per cent females shop more as compared to males (14%). There was a hardly any difference between male (13%) and female (12%) respondents of income group with less than 3 lacs per annum. However, respondents who earn 5-7 lacs per annum show a wide difference in shopping behaviour. In this category, 13 per cent females prefer online shopping compared to 5 per cent males.
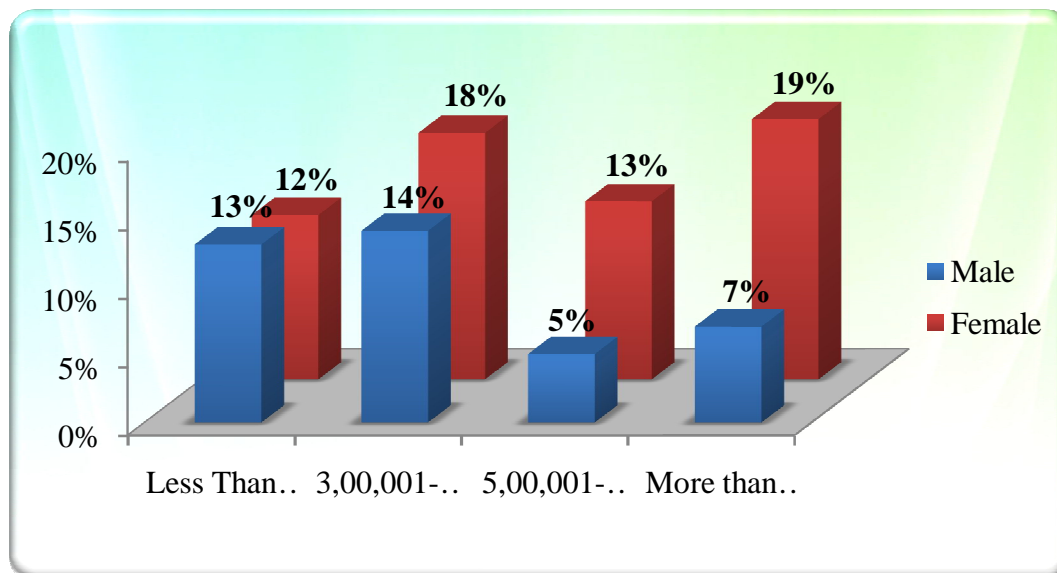

Figure 4.4 Distribution of respondents involved in online shopping according to annual income

5) *Marital status:* The results of table show that maximum amount of online shopping is mainly done by unmarried males and females as compared to married males and females. Unmarried group is the largest group representing 59 per cent of the respondents. Further results show that 32 per cent of unmarried female respondents purchase online apparel as compared to 27 per cent male respondents of the same category. Twenty-four percent of married male respondents prefer to buy apparel online as compared to 21 per cent female respondents.
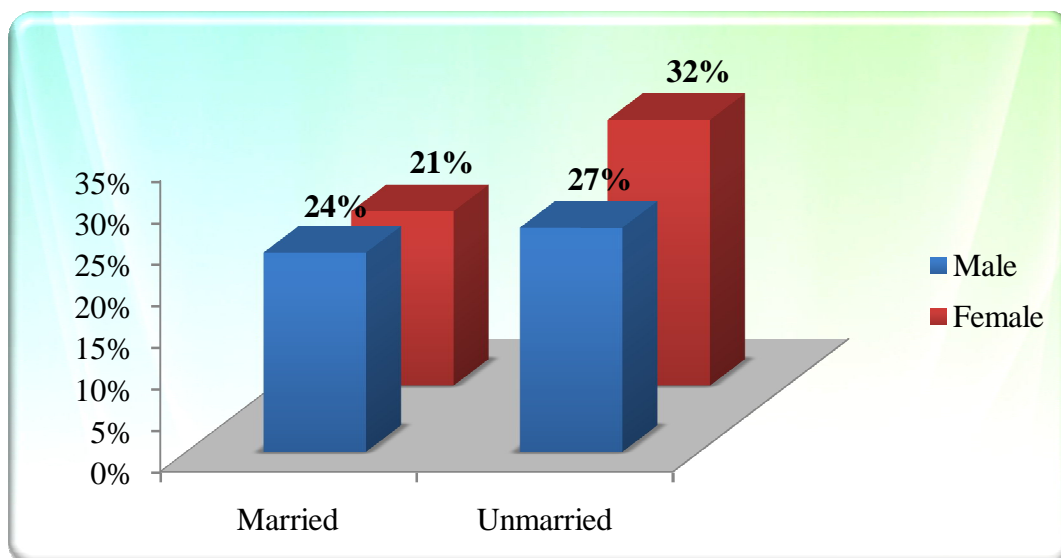
Figure 4.5 Distribution of respondents involved in online shopping according to marital status

6) *Frequency of online shopping:* The result of table indicates that maximum amount of shopping is done once a month by 32 per cent females and 23 per cent males. Sixteen percent females and 11 per cent males prefer to shop more than once in a month. Also, it is observed that 6 per cent males and 4 per cent females shop more than once a week and almost same percentage of males (5%) and females (4%) prefer to shop once every week. Thus, the above table indicates that frequency of online shopping is utmost done once a month by females. A similar result was found in a study by Yan (2006) that most of the consumers shop once a month.
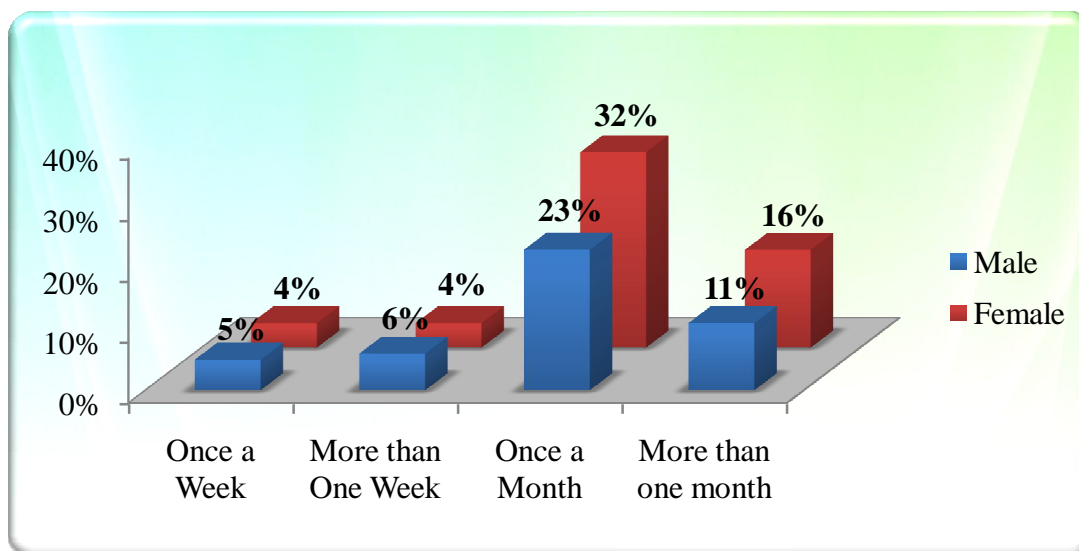
Figure 4.6 Distribution of respondents involved in online shopping according to frequency of online shopping

Table-1: Attitudes of males and females towards perceived apparel quality (n=200)

Variable	Gender	N	Mean	SD	t-value	Significance level
Appearance	Male	90	18.21	4.19	0.118	0.906
	Female	110	18.28	4.21		
Material	Male	90	16.84	3.53	1.320	0.188

	Female	110	16.18	3.52		
Performance/ Durability/ Garment care	Male	90	17.52	3.11	1.296	0.197
	Female	110	17.00	2.48		
Style, Design / Fit	Male	90	18.26	3.68	0.929	0.354
	Female	110	17.76	3.90		
Garment construction/ Workmanship	Male	90	15.07	2.33	0.152	0.879
	Female	110	15.02	2.33		
Packaging /Delivery	Male	90	20.78	3.01	1.825	0.070
	Female	110	21.52	2.70		

Significant at 0.01** and 0.05* level

The result of table 4.10 indicates that mean value of appearance in terms of perceived apparel quality for males is 18.21, whereas SD is 4.19. The mean value for females is 18.28 and SD is 4.21. The obtained 't' value is 0.118 (p<0.05) and it is not significant at 0.05* level. Hence, the alternative hypothesis is rejected. It means there is no significant difference in the attitude of males and females for appearance towards online shopping. Further result indicates that there is no significant difference in male and female attitude for material towards online shopping. The mean value of material for males and females is 16.84 and 16.18 and SD is 3.53 and 3.52 respectively. The obtained 't' value is 1.320 (p<0.05). Hence, the alternative hypothesis is rejected at 0.05* level.

It is evident from results of above table that males and females show no disparity in shopping online when terms like Performance/Durability/ Garment care are taken into account. Mean value of Performance/Durability/ Garment care for males is higher than mean value for females, with 17.522 and 17.0 and SD is 3.11 and 2.48 respectively. The obtained t-value is 1.296 (p<0.05) which does not match up to 0.05* level of significance. So, the alternative hypothesis is rejected. The results also show that the mean score of Style, Design / Fit for males (M=18.26) is higher than females (M=17.76). Their SD is found to be 3.68 and 3.90. The critical ratio is found to be 0.929, p<0.05 which is not significant. This implies that proposed hypothesis has been rejected.

The results of above table reveal that the mean score of garment construction/workmanship for males is 15.07 with SD 2.33. The mean score of females is 15.02 with SD 2.33. The 't' ratio comes out to be 0.152 (p<0.05) which fails to meet 0.05* level of significance. Even garment construction/ workmanship does not contribute much to the male and female shopping interests. The findings in above table show that the mean value of packaging/ delivery for male and female respondents is 20.78 and 21.52 and SD is 3.01 and 2.70. It is observed from the table that t-value of packaging/ delivery is 1.825, which is (p<0.05) not worth considering.

It is seen that both male and female counterparts believed the quality of the garment received was same as displayed on the website. Hence, there is no significance difference in the attitude of male and female towards perceived apparel quality. Also, both males and females were satisfied with the material and performance/ durability/ garment care. Attitude of males was same as females in term of fabric content, pattern, trimmings, colourfastness, durability of the garment and care labels instructions which helped in maintaining the quality of the garments.

The study further revealed that both males and females have an upbeat approach towards the style/design as they were satisfied with the size, fit, style and overall embellishment of the garment ordered. They were also satisfied with the silhouette of the garment ordered. It is also observed that both counterparts were satisfied with the garment construction/ workmanship as they felt stitching quality of the garment was always good. Both male and female shoppers were satisfied with the packaging/delivering of the products while shopping online. The garments were folded, pressed, packed properly and the shoppers received the orders on assured time.

VI. CONCLUSIONS

It is concluded that after receiving the product, both male and female shoppers were satisfied with the perceived apparel quality such as appearance, material, durability, Style/design and also with the workmanship of the garment. Moreover, both male and female shoppers equally strung along with the idea of buying apparel online.

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