PERCEPTION AND SATISFACTION TOWARDS ONLINE PURCHASE OF MEN'S APPAREL: WITH SPECIAL REFERENCE TO MYSORE CITY

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ABSTRACT

The Internet has played a significant role in our everyday life as communicating to distant places through e-mails, video calls, online chats, social networking across the globes along with purchasing the goods or services through electronic media called online shopping. Through this study, we intends to explore and investigate the various factors that are affecting the growth of purchases through apps with reference to men's apparels purchase along with the satisfaction level with the services provided by these different online websites. The data was collected by primary survey of the sample consumers consist different categories of student, professors, Professionals, businessmen, and other working group Consumers who make online purchase of the men's apparels. Analysis and interpretation of data was done by using various data representation techniques as well as statistical tools such as percentage and correlation analysis. The study reveals that most of the respondents prefer online mode over the traditional method like purchase in retail shops and majority of sample respondents they are satisfied with the offerings, convenient, available variants and the other aspects of e-commerce services provided by these online sites/mobile apps.

Keywords: *Consumer, Online Shopping, Perception, Satisfaction, Apparels.*

Introduction

In simple words, online shopping is purchasing products or services from Internet/online retailers as opposed to a shop or store the act of purchasing products/services over the Internet. It is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the particular website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive. In addition to the tremendous potential of the E-business market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. The popular online retailing companies in India are Flipkart, Amazon.com, Myntra, Snap deal, and Ajio.com etc. The dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, convenient, door step delivery and proper utilization of available information to compare the different products.

Review of Literature

Kothari P. Pritam, Maindargi S. Shivganga (2016): A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur Cityan attempt was made by researchers to study the present status of online shopping. Hundred respondents from Solapur city were selected. Opinion from these respondents was collected with the help of well-structured questionnaire. With the help of data analysis and interpretation finding were drawn by researchers. To increase number

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of customers for online shopping there is need of extensive publicity and promotion by online shopping companies to attract all class of customers Most of the customers are of opinion that shipping charges charged by companies are very high, it is suggested to companies to either reduce shipping charges or delivery of product should be given freely. Companies may use it as one of the promotional activity. After research, it is observed that major hurdle behind development of online shopping is of customer awareness. Majority of customers are not aware about various pre and post services rend by this online shopping companies.

S. Hariharan and N. Selvakumar (2018): Consumer Perception Towards Online Shopping with Reference to Tirupattur, the study aims to assess the perception of consumers on satisfaction level and problems faced during online shopping in Tirupattur. The present study extends the consumer perception on problems faced in online shopping and the Redressal policy of e-commerce portals, this study has been a rewarding experience to identify the satisfaction level and problems faced by consumers during shopping online and it states that majority of the consumers perceived positively and they were very much satisfied in online shopping. On the other hand, the consumers are facing more problems during shopping online. Hence, the policy makers can utilize the suggestions of this study to enhance the Redressal mechanism to resolve the problems faced by the consumer during online shopping to switch the consumers to customers.

Durga wati kushwaha (2020): An Investigation of preference and Satisfaction towards online apparel Purchase: A Customer Perspective, for that sample of 100 respondents was contacted for the survey purpose. Majority of the respondents were satisfied with the services provided by the sellers in case of online purchases and would recommend purchasing apparel through app to a friend or a colleague. Almost all of them found them cooperative in case of replacement was to be made for the apparels.

Gokulanathan and Saraswathy C (2020): A Study on Consumer Satisfaction Towards Online Shopping in Chennai City, study discussion about consumer satisfaction towards online shopping and problems, study get a result of consumer satisfaction begin to online shopping by buying a product with more comfortable and prefer to purchase. In the prevailing high charge state of affairs, e-Commerce may be used as competitive technique. it's far properly applied with assured protection and safety for the transactions.

Vidya Subramanian (2021): Consumer Behaviour Towards Apparel Purchase Initiated by Digital Media, this research primarily focuses on factors influencing buyers when selecting apparel/fashion apps, understanding the most chosen digital medium such as shopping websites, apps, etc. The apparel retailers have to perfect their online customer service and match it with that which is provided in person, in a showroom or a retail store. Studies of this type help in identifying those aspects of the buying experience that are most important to the customer and what more the customer expects. In a world of growing consumerism, where the customer is spoilt for choice, it is in the interest of their own survival that retailers and manufacturers must act without delay in maximising the customer delight while shopping for fashion apparel through the online mode.

Objectives of the Study

- To find out the percentage sample respondents using e-commerce websites for purchasing Men's apparels and the most preferred website.
- To identify the perception as well as level of satisfaction towards online purchase of men's apparels.
- To study the association between perception, satisfaction level and demographic profiles of respondents.

Research Methodology

The present study entitled "Perception and Satisfaction Towards Online Purchase of Men's Apparel in Mysure City" aims to assess the perception and Satisfaction of consumers during online shopping for that studies adopted a random sampling method. The samples are the consumers in Mysuru city who purchase Men's apparels using digital technology in the age group of 18-55 years consisting of the distinctive strata of respondents like a student, professors, professionals, businessmen, and other working group consumers. Approximately 240 male respondents were contacted for the survey purpose; however only 200 responses were valid for the study. Thus, the response rate of the study was approximately 83 percent. This is an exploratory study based on primary data, the data has been collected through online and offline survey mode. The survey instrument was self-designed questionnaire

comprised of Dichotomous Questions as well as questions on Likert scale. Demographic information was also collected in this survey and relevant items were also included to gather all necessary information. Whereas, Secondary data was collected through the internet and other media. Newspapers, magazines, blogs, websites and research papers were also used.

Limitations of the Study

The study is subjected to the following limitations:

- The study covers respondents in Mysore city only. The consumers' attitude may not be same in other cities because of difference in preference, life style and buying patterns.

- As the sample size being limited to 200, the conclusion may not be wholly applicable to the total market.

- Only male respondents have been considered.

Data Analysis and Interpretation

This part presents discussions of results and findings of the data analysis carried out highlighting the objectives of the study. The results of the study have been presented relating to demographic profile of the men's apparel buyers, methods of online shopping of men's apparels, most preferred website, frequency of online purchase of men's apparels, reasons for purchasing men's apparels through online, level of satisfaction with online purchase andassociation between perception, satisfaction level and demographic profiles of 200 respondents.

Table 1: Description of Various Demographics

Demographic	Group	Frequency	Percentage (%)
Age	18-23	98	49
	24-30	66	33
	31-45	27	14
	46-55	8	5
		200	**100**
Gender	Male	200	100
	Female	Nil	--
		200	**100**
Occupation	Student	122	61
	Professors	36	18
	Professionals	27	14
	Businessmen	12	6
	Other	03	2
		200	**100**
Education	Undergraduate	29	15
	Graduates	86	43
	Postgraduate	68	34
	Professional Course	07	4
	Research scholars	04	2
	Others	06	3
		200	**100**
Monthly Income	Less than Rs 15,000	126	63
	Rs 15,000- 30,000	38	19
	Rs 30,000-50,000	22	11
	Abov 50,000	14	7
		200	**100**

The **table 1** show that majority (49%) respondents belonging to 18-23 years of age group prefer online shopping as compared to other sample age group. In terms of occupation students group (61%) respondents are preferring online shopping as compared to other group of respondents.

Percentage sample respondents using e-commerce websites for purchasing Men's apparels and the most preferred website.

Table 2: Respondents Methods of Online Shopping of Men's Apparels

Particulars		Frequency	Percentage (%)
Methods of Men's apparels buying	Retail shopping	48	24
	Online shopping	36	18
	Both	116	58
		200	**100**
Apparels buying through	Smartphone	132	66
	Desktop	16	08
	Both	52	26
		200	**100**

Source: Primary data analysis

Table 3: Respondents Most Preferred Website

Website	Frequency	Percentage (%)
Ajio.com	48	24
Amazon.com	134	67
Flipkart.com	148	74
Koovas.com	29	15
Manyavar.com	26	13
Myntra.com	103	52
Shopclus.com	37	19
Shoperssstop.com	44	22
Snapdeal.com	97	49
Tatacliq.com	36	18

Source: Primary data analysis

The **tables 2 and 3** analyse methods of online shopping and preferred website of men's apparels, the result clearly shows that, in survey of around 200 respondents it was found that 24 % (i.e. 48) of the respondents opted for the retail shopping as their way of men's buying apparels and rest of 76% of the respondents preferred only online buyers 18% and 58% of respondents as both online as well as retail shopping as their preference of shopping mode. Further, the majority of 66% of respondents are using their smartphone for online buying of men's apparels and rest is desktop and both mobile and desktop. Whereas, analysis of most preferred website for online purchase flipkart was secured first place, hence, flipkart is capturing the major market share of the online apparels and is most trusted among people, followed by Amazon.com, Myntra.com secured second and third place.

Identify the perception as well as Level of satisfaction towards online purchase of men's apparels

Table 4: Respondents Frequency of Online Purchase of Men's Apparels

Frequency of Purchases	Frequency	Percentage (%)
Less than six months	118	59
Six months to one year	67	34
One to two years	12	6
More than two years	nil	--
No purchase	3	2
	200	**100**

Source: Primary data analysis

The **table 4** shows result of respondent's frequency of online purchase of men's apparels, as far as the online purchase frequency is concern it was found that only 59% of the respondents are purchasing apparels in less than six months and 34% six months to one year indicates majority of respondents order their required apparels frequently. Only 65% respondents are place their order in online for more than a year.

Table 5: Reasons for Purchasing Men's Apparels through Online

Reasons	Frequency	Percentage (%)
Convenient	96	63
Price	78	51
Quality	28	18
Ease of shopping	124	82
Door step delivery	116	76
Range of availability of products	108	71
Promotions offers and discounted price	83	55

Source: Primary data analysis

The **table 5** analyses various reasons for purchasing men's apparels through online. Among selected various reasons provided to the respondents the study results reveal that most prominent reason for the online purchase of apparels through app was ease of shopping and it was supported by approximately 82% of the respondents followed by door step delivery and range of available variety and convenient.

Table 6: Respondents Level of Satisfaction with Online Purchase

Satisfaction Level	Frequency	Percentage (%)
Highly Satisfied	22	11
Satisfied	156	78
Neither Satisfied nor dissatisfied	4	2
Dissatisfied	13	7
Highly Dissatisfied	5	3
	200	**100**

Source: Primary data analysis

The **table 6** shows satisfaction level of respondents, as the satisfaction level with the purchases was concerned it was found that 78% of the respondents were satisfied through the online purchases of men's apparels followed by 11% of respondents were highly satisfied. However, 2% were neutral for the purchases they made through mobile apps. Only few of the respondents were not satisfied (7%) and 3% highly dissatisfied.

Association between perception, satisfaction level and demographic profiles of respondents

Table 7: Correlation between Perception, Satisfaction Level and Demographic Profiles of Respondents

	Measures	Age	Education	Gender	Monthly Income	Occupation	Frequency	Reasons	Satisfaction	Website
Age	Correlation	1.000								
	t-statistic	---								
	Probability	----								
Education	Correlation	0.874	1.000							
	t-statistic	5.076	---							
	Probability	0.001	---							
Gender	Correlation	**0.588**	**0.299**	1.000						
	t-statistic	**2.057**	**0.887**	---						
	Probability	**0.073**	**0.400**	---						
Monthly Income	Correlation	1.000	0.873	**0.588**	1.000					
	t-statistic	0.000	5.076	**2.058**	---					
	Probability	0.00	0.001	**0.074**	---					
Occupation	Correlation	0.947	0.887	**0.557**	0.947	1.000				
	t-statistic	8.327	5.437	**1.897**	8.326	---				
	Probability	0.000	0.000	**0.094**	0.000	---				
Frequency	Correlation	0.811	0.775	**0.588**	0.811	0.778	1.000			
	t-statistic	3.928	3.468	**2.058**	3.928	5.076	---			
	Probability	0.004	0.009	**0.074**	0.004	0.000	---			
Reasons	Correlation	**0.221**	**0.411**	**0.176**	**0.221**	**0.373**	**0.173**	1.000		
	t-statistic	**0.642**	**1.277**	**0.506**	**0.642**	**1.137**	**0.496**	---		
	Probability	**0.539**	**0.237**	**0.626**	**0.539**	**0.288**	**0.633**	---		
Satisfaction	Correlation	0.852	0.834	**0.433**	0.852	0.945	0.801	**0.491**	1.000	
	t-statistic	4.606	4.271	**1.360**	4.606	8.158	3.787	**1.593**	---	
	Probability	0.001	0.003	**0.211**	0.001	0.000	0.005	**0.150**	---	
Website	Correlation	**0.417**	**0.369**	**0.058**	**0.417**	**0.252**	**0.369**	**-0.350**	**0.071**	1.000
	t-statistic	**1.296**	**1.634**	**0.164**	**1.297**	**0.737**	**1.122**	**-1.056**	**0.202**	----
	Probability	**0.231**	**0.141**	**0.873**	**0.231**	**0.482**	**0.294**	**0.322**	**0.845**	---

Source: Primary data analysis

Applying the Spearman's rank correlation of selected demographic profiles and perception, satisfaction level of respondents depicted in **table-7.** The result clearly shows that correlation between among selected demographic profiles and perception, satisfaction level majority are correlated very

strongly positively with r value greater than 0.7 to 1, at 0.05 significance level the critical value is 0.6833.The computed value of majority selected variables more than the critical value of 0.6833 indicates there are highly significant correlation associates among selected variables indicating they moving the same direction except correlation of gender, reasons and website with all other selected variables, *i.e.,* computed r value of is less than critical value indicates there is no significant correlation. In this study in terms gender only male respondents considered so it is not strongly correlated with other variables and in terms of websites and reasons many respondents has their own perception on different websites and different reasons so which are not strongly associate with other variables.

Findings and Conclusion

The present research study focusses on the survey of perception and satisfaction towards online purchase of men's apparel in Mysure city for that 200 male respondents were chosen and surveyed through online and offline questionnaire in the age range of 18-55 years were surveyed. The study result reveals that, about 38 respondents used mobile shopping strictly and rest 162 respondents did use both the online as well as retail marketing as their mode of shopping of the men's apparels. About 132 respondents admitted that they have been buying apparels through smartphone only and rest of respondents use both desktop and other mode. Further, among selected 10 websites, the most preferred website or app was Flipkart followed by Amazon.com, Myntra.com and Snapdeal website. The ease of shopping and the doorstep delivery, Range of availability of products and convenient were the major driving factors behind respondents choosing of the online mode of men's apparels. Majority of 156 respondents   were satisfied with the services provided by the sellers and respondents would recommend purchasing apparel through website/app. Finally, it is concluded that after receiving apparels through online respondents were satisfied with the perceived apparel quality such as internet service usage to be made cheaper, appearance, material, durability, Style/design, Range of availability of products, Stress on special offers and door step delivery.

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Questionnaire

This is survey about Perception and Satisfaction towards Online Purchase of Men's Apparel: With Special Reference to Mysure City the data is collected for the research purpose. I assure you that the information gathered from you will be kept confidential and used only for research study purposes. I also request you to give your earnest answers and seek your responses to the following questionnaire.

1. Demographic Profile
   - Name (Optional)
   - Age
   - Qualification
   - Occupation
   - Marital Status
   - Monthly Income (in Rs.)

2.   Which of the following online method do you prefer for buying men's apparel?

- Retail shopping
- Online shopping
- Both

3.   What is your preferred platform for online buying of Men's Apparel?

- Smartphone
- Desktop
- Both

4.   What is your most preferred online buying website for Men's Apparel? (more than one options allowed)

- Ajio.com
- Amazon.com
- Flipkart.com
- Koovas.com
- Manyavar.com
- Myntra.com
- Shopclus.com
- Shoperssstop.com
- Snapdeal.com
- Tatacliq.com

5.   How frequently are you doing online buying of Men's Apparel?

- Less than six months
- Six months to one year
- One to two years
- More than two years
- No purchase

6.   Reasons for purchasing Men's Apparel through app? (more than one options allowed)

- Convenient
- Price
- Quality
- Ease of shopping
- Door step delivery
- Range of availability of Products
- Promotions offers and Discounted price

7.   What is your level of satisfaction on purchasing Men's Apparel through app?

- Highly Satisfied
- Satisfied
- Neither Satisfied nor dissatisfied
- Dissatisfied
- Highly Dissatisfied.

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