



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Comparative Study of Customer Satisfaction towards AJIO and MYNTRA

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Abstract –

India's rapidly growing e-commerce market is one of the largest globally. This study examines customer satisfaction with India's e-commerce system, a crucial aspect for both clients and organizations. Satisfaction is subjective and influenced by various factors, including individual preferences and product differences. Enhancing customer satisfaction is now a priority for organizations. The study finds that e-commerce customers are generally satisfied with factors such as price, delivery safety, returns, product quality, brand authenticity, customer support, and service quality. Additionally, perceived value is influenced by customer expectations and service quality, while service quality is also affected by customer expectations.

1.INTRODUCTION :

E-commerce, or electronic commerce, involves buying and selling products and services online, utilizing technologies like internet marketing and inventory management systems. This rapidly growing industry has transformed consumer lifestyles, with many, especially younger generations, preferring online shopping for its convenience. The need for e-commerce arose from the desire to use computers more efficiently in banks and corporations. The Indian market has untapped potential for online shopping, and understanding consumer behavior is crucial for effective marketing strategies. There are five major types of e-commerce: B2B, C2B, B2C, C2C, and intra-organizational e-commerce.

AJIO:

Ajio is a digital fashion and lifestyle brand and reliance retails first e commerce venture. As an e commerce fashion retail store, Ajio provides varied trends, styles in best prices. Also, Ajio deals in in various categories including menswear, womens wear, kids wear, and technology. Reliance has already created an advanced internet infrastructure through Jio and robust physical retail business through Reliance Retail However, in April, 2016, they unveiled Ajio to create a differentiated e commerce model.

MYNTRA:

It is one of India's largest fashion and lifestyle e commerce store. It gives a hassle free and enjoyable shopping experience with an availability of wide range of brands to its customers. Myntra offers a large variety of products, provides 100% authentic products, has all sorts of transaction methods available, and other benefits to its customers. Myntra has also received many awards, to name a few Fashion e- retailer of the year 2013', 'Best e commerce website for 2012', 'Images most admired retailer of the year Non store retail, and many others.

2. STATEMENT OF PROBLEM:

The key dissatisfaction factors affecting customer satisfaction on e-commerce platforms like Myntra and Ajio include technical issues such as slow loading times, glitches, and crashes, which hinder a seamless user experience. Additionally, delivery issues, including delayed or missed deliveries, contribute to customer frustration. Payment failures and errors also lead to dissatisfaction, causing inconvenience and mistrust. Furthermore, receiving products that do not match their descriptions or are of lower quality than expected can significantly impact customer satisfaction, leading to disappointment and potential loss of loyalty. Addressing these factors is crucial to improving customer satisfaction and ensuring a positive online shopping experience.

3. OBJECTIVES:

- To identify and analyse the reason for selecting the online shopping in ajio and myntra
- To analyse the factor influencing to do shopping from ajio and myntra

4. SCOPE OF STUDY:

- The overall scope of study is to analyze the customer buying behavior and the level of satisfaction attained by the customers from the selected (Myntra and Ajio) e-commerce platforms.
- To determine the factors that are necessary for online customer satisfaction.

6. REVIEW OF LITERATURE:

1. P Goel, S Parayitam, A Sharma, NP Rana (2022) This study examines the relationship between e-impulse buying tendencies, e-impulse buying, and customer satisfaction. E-impulse buying tendencies are positively associated with e-impulse buying. E-impulse buying mediates the relationship between e-impulse buying tendencies and customer satisfaction. Customers who engage in e-impulse buying are more likely to be satisfied and continue shopping online. The study provides insights into the dynamics of online shopping behavior.
2. D Han, R Kim (2022) This study examined the relationship between consumer characteristics, emotions, and satisfaction in online shopping. Consumer characteristics were identified through previous research. Emotions were categorized as positive and negative across six purchasing stages. The study measured satisfaction and emotions among online clothing shoppers in their 20s and 40s. Structural equation modeling (SEM) was used to analyze the relationships between these factors.
3. JPhumitanon (2021) This study explores the factors that influence impulse buying behavior and satisfaction among online shoppers. The research focuses on online shoppers of fast fashion branded clothing and examines the impact of convenience, perceived ease of use, website aesthetics, and perceived risks on satisfaction. The findings reveal that convenience, perceived ease of use, and website aesthetics are key factors that stimulate impulse buying. Additionally, the study identifies differences in behavior among demographic groups, including gender and age. Male online shoppers tend to have higher means than females in most variables, except for perceived risks. The study provides insights into the factors that drive online shopping behavior and satisfaction.
4. HM Al-Hattami(2021) This study examines the factors that influence users' intention to continue using online shopping. The research combines the expectation confirmation model with task-technology fit and trust to understand the determinants of online shopping continuance. Perceived task-technology fit is found to be a significant factor in shaping consumers' intentions. Satisfaction, perceived usefulness, and trust also have a positive impact on online shopping continuance. The study aims to help online retailers understand how to retain customers and encourage continuous usage. By identifying these key factors, online retailers can develop strategies to improve customer loyalty and retention.

7.ANALYSIS AND INTERPRETATION OF DATA

RANK ANALYSIS

Table showing what factors influence your decision to purchase a product on ajio

FACTORS	5	4	3	2	1	TOTAL	RANK
Discount and promotion	89	6	3	1	1	481	1
Product review and rating	18	75	4	2	1	405	2
Recommendation from friends and family	21	9	64	3	3	342	3
Product quality	13	10	4	66	7	256	4
social media influence	16	5	5	5	69	194	5

Interpretation:

The above table represents the rank of five factors influences according to the consumer preference. Discounts and promotions are the top factor influencing purchase decisions on Ajio. Product reviews and ratings are the second most influential factor. Recommendations from friends and family rank third, followed by product quality. Social media influence is the least important factor. These findings suggest Ajio should focus on offering discounts and promoting products through reviews and word-of-mouth.

WEIGHTED AVERAGE SCORE METHOD

Table showing What influences your decision to buy a product from myntra

FACTORS	5	4	3	2	1	TOTAL	WEIGHTED AVERAGE SCORE	RANK
online advertising	79	9	3	2	7	451	4.51	1
Ease of return & exchange	24	7	6	7	56	236	2.36	5
Delivery speed & support	10	24	6	58	2	282	2.82	4
Brand name	14	69	5	10	2	383	3.83	2
Payment option (COD ,UPI, credit card ,etc...)	20	6	71	2	1	342	3.42	3

Interpretation:

The above table shows the most of the customers are attracts towards online advertising is first so it is ranked as first and the brand name is ranked as second , Payment option (COD ,UPI, credit card ,etc...) as third , delivery speed and support as fourth , ease of return and exchange as fifth .

8. FINDINGS:

The objective of the study is to analyse the service quality provided by ajio and myntra and their satisfaction towards online shopping. The study has been analyzed using techniques of ranking analysis and weighted average. The final chapter is an attempt to summarize the Endings of the study based on which few suggestions have been made.

9. SUGGESTIONS:

- Wide range of quality products with affordable prices must be sold.
- Creative and catchy advertisements should be created to grab customer attention and increase customer engagement.
- User interface on websites and mobile applications plays a vital role in customer satisfaction. Therefore, the companies should focus on the interface and website designing in order to satisfy their customers.

10. CONCLUSION:

With the advancement in technology, more and more people are shifting towards e- commerce platforms for shopping. However, retaining old and attracting new customers is not as easy as it seems on the online platform. Having a clear understanding about the customers and their needs is a must if an online retailer wants to satisfy their customers and to be successful in the online market. Keeping the customer satisfied is a very cumbersome task, especially when the competition is vast, and the customers' expectations are high. The behavior of customers while doing online shopping is not only dependent upon their unique character like age, gender, occupation, or educational background. The online retailers also need to understand certain other aspects which satisfies or dissatisfies their customer. These satisfaction factors include ease of access of retail application, product quality, variety, stock availability, affordability, offers and discounts, timely delivery, etc. Hence based on this study most of the respondents prefer Myntra over Ajio.