

A COMPARATIVE STUDY OF CUSTOMER SATISFACTION OF MYNTRA AND AJIO

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Abstract - *With the rapid growth of e-commerce in India, the country is the biggest e-commerce markets in the world. The paper seeks to analyze the level of customer satisfaction with India's e-commerce system. For both clients and organizations, satisfaction is essential. Satisfaction is a conception that is subjective and often difficult to access. It depends on several variables and varies from individual to individual and product to product. The value of customer satisfaction in designing solutions for customers and market orientation cannot be ignored. Nowadays, it has become very important for each and every organization to enhance the level of customer satisfaction. The overall study reveals that the E-Commerce customers are mostly satisfied with price, delivery safety, returns and refunds, quality of product, authenticity of brand, after sale service (customer support) and e-commerce service quality and perceived value. In addition to this, the perceived value was affected by the expectations of customer and the quality of e-commerce services, whereas the quality of e-commerce service was affected by expectations of customers.*

Keywords: *Customer, Customer satisfaction, Consumer, E commerce, online purchase, online transactions, reliability, return policy, delivery, and automation.*

Paper Type: *Research paper*

INTRODUCTION

E-commerce is also known as electronic commerce, which is an activity of electronically buying and selling of the products and services through the use of internet as a medium. There are various technologies that are involved in doing e-commerce business such as internet marketing, mobile commerce, electronic data interchange and inventory management systems etc. E-commerce is one the largest electronic industry. This type of electronic service is continuously seeing a rapid growth.

Electronic commerce has totally changed the lifestyle and living standard of the consumers. Most of the customers, especially youngsters are moving from brick-and-mortar shops to online business sites. They see it as more comfortable and easy way to do the transaction as it reduces their use of time which is more time consuming in case of traditional commerce. The need of e-commerce emerged from the need to use computers more efficiently in banks & corporations. As the competition is increasing on a rapid base, most of the organizations are looking forward to increase customer satisfaction and information exchange which will build a set of trust in the mind of consumers regarding the organization. E-commerce was basically started by banks by introducing electronic funds transfer.

Despite being such large and strategic, the Indian consumer market has not experienced the impact of online shopping although at the same time. Online shopping has made largest rides in the global market. However, a very large potential exists in market. The continuous growth of online marketing has stimulated great interest and enthusiasm in studying online consumer behavior. Given as per the significant growth in online shopping, better understanding of consumers allows better marketing strategies to be designed. Despite of the shopping mall culture in the country, more and more Indians are now shifting towards online shopping. The potential growth of on-line shopping has ignited the idea of conducting a study on online shopping in India. On the other hand, the exponential increase in online shopping and the fast rate of growth in the number of retailers selling online have created an extremely

competitive marketplace. Therefore, it necessitates for any online marketer to understand about the factors that affect the online behavior of customers so that they can develop or improve their marketing strategies in such a way that the potential consumers can be converted into active consumers and existing customers can be retained.

There are 5 major types of E-commerce:

- 1) Business to Business E-commerce Industry.
- 2) Consumer to Business E-commerce Industry.
- 3) Business to Consumer E-commerce Industry.
- 4) Consumer to Consumer E-commerce Industry.
- 5) Intra-organizational E-commerce.

E-COMMERCE IN INDIA

The online business showcase in India is assessed to develop from \$10 billion consistently to between \$70-260 billion consistently by 2025. It is additionally assessed that the web-based business showcase is about 57% from unassuming communities and the equalization from the biggest metros. The most famous utilization of online business is on movement sites, which is finished by about 70% of all web-based business shoppers in India. There are difficulties to internet business organizations working in India-including some hesitance of shoppers to pay for merchandise or administrations on the web. A few organizations are attempting to get around this issue by giving money down as a support of their shoppers. For example, issues related to payment and refunds etc. The most frequent issue that is discussed by the researchers in the context of e-commerce is customer satisfaction. Customer satisfaction is one of the best things that e-commerce should look into because customer is the profit means to a business. In addition to this it also emphasized the importance of satisfaction which influences the customers to repeat purchasing through same platform frequently.

CUSTOMER SATISFACTION

Customer satisfaction is a very significant concept of marketing. It is a measurement that helps in determining how satisfied or dissatisfied the customers are with the products, services, and capabilities of a company. It acts as a very important tool in not only determining the customer satisfaction towards the company but also in improving or changing the products and services in such a way that the customers' expectations can be reached.

Along with this, customer satisfaction plays a pivotal role in marketing as it creates customer loyalty which can further be very effective to a company because loyalty leads to word-of-mouth marketing. Low customer satisfaction warns the company about various problems that can affect profitability and sales of the company. Hence, a reliable measure of satisfaction metrics is essential for a business in order to effectively maintain their customers' needs and satisfaction levels.

IMPACT OF ONLINE SHOPPING ON CUSTOMER SATISFACTION:

The trend of online shopping has shown an escalating increase in the era of digitalization. The ease, convenience and other benefits of online shopping have shifted the people towards the e commerce platform. The provision of proper information and comparison of the products through e commerce platforms have boosted the customer satisfaction. The impact that online shopping has on customer satisfaction includes access convenience, search convenience, evaluation convenience, transaction convenience, possession convenience, and post possession convenience.

The major companies that are selected for this comparative study are **Myntra** and **Ajio**. The reason for selecting these companies is that they are most preferred online retail stores and also because of the availability of large number of brands on these e commerce retail chains.

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 a 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.

AJIO

Ajio is a digital fashion and lifestyle brand and Reliance Retail's first e-commerce venture. As an e-commerce fashion retail store, Ajio provides varied trends, styles in best prices. Also, Ajio deals 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.

LITERATURE REVIEW

ONLINE SHOPPING VS CONVENTIONAL SHOPPING

Consumers who prefer conventional in-home shopping by catalogs, such as mail order, tended to show high online shopping intentions, whereas people with a mall shopping preference tended to have low online shopping intentions (Ling et al, 2010). Anderson and Sarkane (2009) The most important advantages of traditional shopping are that have been identified are the purchase process and the chance to contact with sales staff and the advantages of e-shopping is that it is money saving, time saving, comforting and is accessible all around the clock. (Evans, 2011). Neha Jain (2014)³⁸, In her study, claims that India is likely to see incredible growth opportunities in the Internet sector's golden age between 2013 and 2018. Since e-marketing has revolutionized the market, the customers cannot imagine their lives without the internet.

ATTRIBUTES OF E-COMMERCE

In general, online shopping does not rely on the geographical position (neither of the buyer nor of the seller) but relies on cultural differences and ICT infrastructure. (Charles et al, 2006, Smith et al, 2013). Grandon, E.E., & Pearson, J.M. (2004) E-commerce is claimed to be advantageous for both sellers and buyers. Sellers can have large numbers of prospective customers and buyers can have a wide range available in one location. Burt, S., & Sparks, L. (2003) drew two conclusions, first, most retailers are now switching to e-commerce itself because it helps to perform better in saving costs and operations. Secondly, retailers can see consumer reactions to e-commerce. Irissappane, Aravazhi.D (2004)⁴⁸, has depicted that the key customer activities in B2C e-commerce are product search, product selection, comparison shopping, payment authorization, placement of orders, and after sales service. Few innovative ways to offer online services are personalized web pages, chat rooms, FAQs, etc. Jarvenappa, S.L., and Todd, P.A., (1997)⁵⁴, have analyzed from their empirical study that most significant advantages of online marketing is the possibility to shop anytime, anywhere and from any place.

ONLINE SHOPPING BEHAVIOR

Mishra, Sita (2007)²⁶, in her study of 200 internet users based in Delhi NCR, found that although consumers have a positive attitude towards online shopping but their attitude towards online purchases is low. Also, consumer demographics like place and sex does not affect consumers' attitude. However, consumer demographics like age and income do affect the consumer's attitude. Rajyalakshmi Nittala (2015) "Factors Influencing Online Shopping Behavior of Urban Consumers in India" concluded that prospective online shoppers have increased due to the rise in the number of internet users and online retailers should aim to get maximum market share. Managers may concentrate on one or more of these viewpoints, depending on their needs. Some methodological recommendations are also presented by the study that help managers determine what viewpoints to follow. And technological advancements and convenience are the two factors that play a major role while shopping online.

CUSTOMER SATISFACTION

Habibur Rahman and LiliHan(2011)in their paper "Customer Satisfaction in E-Commerce A Case Study of China and Bangladesh" found that businesses devote a great deal to understanding the customer and there are some complex website designs that should be revamped to enhance usability, functionality, and security. Mustafa I.Eid (2018) in the report titled "the effects of customer satisfaction with e-commerce system" They reported that the research results showed that all established relationships are relevant in their survey in Saudi Arabia, explaining that perceived value, e-commerce service quality and customer expectations have affected customer satisfaction with the e-commerce system. Sahal M. SHEIKH, Mehmet BASTI (2015) in the report titled "Customer Satisfaction in Business to Consumer (B2C) E-commerce: A Comparative Study of Turkey and Pakistan", it was found that there is not much difference noticed between the countries and concluded that e-commerce is doing fairly well to please customers around the world according to their requirements. Smith, M. Bailey, J. and Brynjolfsson, E. (1999)⁵³, suggests that online marketing consumer can benefit from price reduction because of the increase in competition among suppliers. Liu, X., He, M., Gao, F. and Xie, P. (2008), an empirical study on the factors that influence online shopping satisfaction of Chinese customers suggests that website design, transaction capability, delivery, information quality, security or privacy, merchandise attributes, and customer services strongly affects customer satisfaction.

RESEARCH HYPOTHESIS

In this study, the following hypothesis has been assumed to find out that whether the null hypothesis stand true or not.

Null Hypothesis (H_0):

The e commerce fashion retail stores i.e., Myntra and Ajio provides equal level of customer satisfaction.

Alternate Hypothesis (H_1):

The e commerce fashion retail stores i.e., Myntra and Ajio provides different level of customer satisfaction.

RESEARCH METHODOLOGY

RESEARCH GAP

There are multiple studies and research about consumer satisfaction while using e-commerce websites, and how technological innovations and new marketing strategies along with heavy and targeted advertising have affected the buying pattern of a customer. As we discussed earlier that innovations in this industry have been ever growing and so, the satisfaction levels and loyalty is bound to change with time. The study is primarily focused on two online fashion and lifestyle websites i.e., Myntra and Ajio. We still feel that there are some topics and situations where the industry lacks, or maybe enough research material is not available to justify the relevance of these instances or features.

1. Security of cloud technology in e-commerce.
2. Shift in demand of consumers to more natural and unique products rather than commercial products due to vast availability of reviews on the websites.
3. Effect of virtual reality on e-commerce in case of clothing products.
4. Quality control on e-commerce websites as there are thousands of sellers on these platforms.

PROBLEM STATEMENT

From the past four years, there has been a sudden rise in automation and new virtual techniques used by e-commerce players to reduce the cost of manpower and make themselves look more innovative and superior to the other. Here, many consumers may be happy with the new vibe but the remain a chunk of people who may prefer the see websites functioning the old way. We tend to find out if access automation has affected the satisfaction levels of consumers and in what way.

With addition of multiple payment modes, better technical infrastructure of payment and gateways, enhanced delivery service and much more, we tend to find the increase in the customer satisfaction and would also carry there search to know which aspect of e-commerce has elevated from the past.

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.
- To determine the factors that lowers the online satisfaction level.
- To understand the strategies that can improve the level of satisfaction of the customers.

OBJECTIVES OF THE STUDY

The objectives of the study entitled as “A comparative study of customer satisfaction of Myntra and Ajio” are as follows:

- To identify factors that lead to customer satisfaction on two e commerce platforms, i.e. Myntra and Ajio.
- To identify and analyze customer satisfaction factors between Myntra and Ajio.
- To identify and analyze customer complaining factors between Myntra and Ajio.
- To understand and compare the customer satisfaction strategies adopted by Myntra and Ajio.
- To identify the factors that can improve the customer satisfaction on online fashion retail stores.
- To provide relevant suggestions and future recommendations based on the findings.

RESEARCH DESIGN

The research design is developed to provide an acceptable framework for study. The choice to be made regarding research method is a very significant decision in the research design process since it determines how relevant information can be gathered for a study; however, many other interrelated decisions are also included in the research design process.

The following decisions were made while conducting this study:

- Sample Design

Universe	Customers of Myntra and Ajio
Measuring tool	Questionnaire
Sample Size	160
Sampling Method	Convenience Sampling
Data Analysis Method	Tables, Graphs, and Descriptive Statistics
Hypotheses Testing Tools	T- test

- Data Collection

Data collecting is an important approach of research design and it helps in collecting relevant information with the help of which the researcher can predict, analyze, and evaluate different outcomes. The data collection in this particular study includes the following two types of data:

- Primary Data: Questionnaire
- Secondary Data: Similar studies, articles, journals, and research papers

LIMITATIONS OF THE STUDY

- The study is limited to the online customers of Myntra and Ajio only.
- The sample size is very small and is only limited to 160 respondents.
- The area of study was confined with respect to geographical region.
- There was constraint in keeping the questionnaire concise.
- There was time constraint while performing the research.

TOOLS FOR HYPOTHESES TESTING AND DATA ANALYSIS

- A google form has been made to develop the questionnaire and collect the responses.
- Independent T- test has been used to test the hypotheses, which was conducted by using SPSS software. The two-sampled t-test or the independent t-test is the type of t-test that compares the means between two variables that are not related to each other but are dependent on the same variable.
- Likert’s 5-point scale was used to obtain respondents sentiments where 1 represented significantly disagree, 2 represented disagree, 3 represented Neither Agree nor Disagree, 4 represented Agree, and 5 represented Significantly agree.

DATA ANALYSIS AND INTERPRETATION

DEMOGRAPHIC ANALYSIS

The research was based on the responses of 160 respondents who have shopped on Myntra and Ajio, online fashion retail stores. The responses showed that out of the total respondents’ majority of the respondents that is 105 prefer shopping from Myntra and a very few numbers of respondents that is 11 respondents prefer shopping from Ajio. While 44 respondents prefer shopping from both Myntra and Ajio. Also, there are 94 males (58.8%) and 65 females (40.6%) out of the total 160 respondents.

Taking about the age demographics of the respondents, 122 respondents (76.3%) who are below the age of 25 years, 30 respondents (18.8%) falling in the category of 26-35 years, 7 respondents (4.4%) falling in the category of 36-45 years, and only 1 respondent (0.6%) was in the age category of above 45 years. Furthermore, the results have portrayed that the maximum number of respondents are students (58.8%) followed by professionals (23.1%), others (7.5%), businesspersons (6.3%), and minimum number of respondents fall in the homemaker (4.4%) category of occupation. Alongside this, 56.9% of the respondents have an annual income of ≤100000, 23.7% have an annual income between 100000-500000, 10% have an annual income between 500000-1000000, and 9.4% of the respondents have an annual income of ≥1000000. Also, the frequency of purchases was varied among the respondents, 44.4% of the respondents purchases on a monthly basis, 21.3% on a quarterly basis, 20% shops rarely, 8.8% shops weekly, and 5.6% purchases from e-retail stores fortnightly.

INDEPENDENT SAMPLE TEST

Group Statistics

	Most preferred E-commerce retail fashion application	N	Mean	Std. Deviation	Std. Error Mean
How was your overall experience while purchasing from Myntra? (if purchased from Myntra)	Ajio	11	6.27	2.724	.821
	Myntra	105	7.76	1.964	.192
How was your overall experience while purchasing from Ajio? (if purchased from Ajio)	Ajio	11	9.45	.688	.207
	Myntra	105	5.01	2.648	.258

Independent Samples Test

		Levene's Test for Equality of Variances				t-test for Equality of Means		95% Confidence Interval of the Difference		
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
How was your overall experience while purchasing from Myntra? (if purchased from Myntra)	Equal variances assumed	3.354	.070	-2.301	114	.023	-1.489	.647	-2.771	-.207
	Equal variances not assumed			-1.766	11.116	.105	-1.489	.843	-3.343	.364
How was your overall experience while purchasing from Ajio? (if purchased from Ajio)	Equal variances assumed	13.221	<.001	5.529	114	<.001	4.445	.804	2.852	6.038
	Equal variances not assumed			13.419	52.920	<.001	4.445	.331	3.781	5.109

Independent Samples Effect Sizes

		Standardizer ^a	Point Estimate	95% Confidence Interval	
				Lower	Upper
How was your overall experience while purchasing from Myntra? (if purchased from Myntra)	Cohen's d	2.042	-.729	-1.356	-.100
	Hedges' correction	2.055	-.725	-1.347	-.099
	Glass's delta	1.964	-.758	-1.386	-.127
How was your overall experience while purchasing from Ajio? (if purchased from Ajio)	Cohen's d	2.537	1.752	1.087	2.410
	Hedges' correction	2.554	1.741	1.080	2.394
	Glass's delta	2.648	1.679	1.014	2.337

a. The denominator used in estimating the effect sizes.
Cohen's d uses the pooled standard deviation.
Hedges' correction uses the pooled standard deviation, plus a correction factor.
Glass's delta uses the sample standard deviation of the control group.

INTERPRETATION

In this table, α has been taken as 0.05. And since, the p value for the overall shopping experience while purchasing from Myntra is .023 and from Ajio is <.001, it signifies that the null hypothesis will get rejected because p value is less than $\alpha = 0.05$. Also, as both of these p values are almost around 0.01, this states that the evidence is convincing enough for alternate hypothesis to be true.

Hypothesis	t	Sig (2 tailed)	Results
Satisfaction from Myntra	-2.301	.023	Rejected
Satisfaction from Ajio	5.529	<.001	Rejected

SUGGESTIONS AND FINDINGS

The study portrayed that there was a huge difference among the customer satisfaction level provided by Myntra and Ajio. Therefore, the following recommendations can be helpful in order to increase customer satisfaction:

- E-commerce retail stores should add products as per customer demographics and preferences.
- 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.
- They should focus on timely deliveries because waiting dissatisfies customers.
- 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.

- As per the study, 56.9% of respondents have a monthly income below Rs.100000. Therefore, more discounts and offers should be made available by the companies in order to attract more and more customers coming under this segment.
- The companies should also focus on them after sales service in order to find the perfect solution for the customers problem. This will not only help the company in increasing sales but will also increase customer satisfaction.
- The results of the study shows that when compared to Myntra, Ajio does not offers many discounts and offers. Therefore, Ajio should be willing to give attractive offers and discounts as it will also increase customer loyalty, which will further help in retaining old and attracting new customers.

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 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.

Keeping these factors in mind this study depicts that different e-commerce fashion retail stores provides different level of satisfaction to different demographics of people. The study also discusses about various factors that led to dissatisfaction, which includes poor quality service, delayed deliveries, complexity in payment process, damaged or poor-quality product, high or additional charges, non-user-friendly websites and few others. Therefore, the e-commerce retail stores must work upon these factors to increase their customer satisfaction level and move ahead of their competition.

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