

Perception of Women Customers on Cloth Shopping from Myntra with Special Reference to Post Covid 19 Scenarios

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ABSTRACT

Article Info

Volume 8, Issue 3

Page Number: 489-494

Publication Issue :

May-June-2021

Article History

Accepted : 20 June 2021

Published: 25 June 2021

E-commerce is emerging as a great opportunity for all categories of business. From its inception it has shown its scope on different markets. Many e-commerce firms have attracted customers with their promotions and there by persuading them to buy online. Even though there are a variety of products available online it is the fashion categories that attracted women customers more. E-commerce has its presence on both rural and urban market, but the perception of customers towards E-commerce is entirely different on both markets. Likewise, the buying behaviour of men and women are also not same. In generally larger portion of women than men opt for online cloth shopping. Even though there are studies concerning e-commerce and perception of the customers about online cloth shopping, there is a gap when it comes exclusively to the buying behaviour of women from Myntra after the covid 19 pandemic. This research paper is an attempt to find out the Perception of women customers on cloth shopping from Myntra with special reference to post covid 19 scenarios.

Keywords : E-commerce, Covid, Customers, Myntra

I. INTRODUCTION

Customer perception can be broadly defined as a process by which a consumer senses a marketing stimulus, then organizing it and finally interpreting it to give a meaning. Customer Perception is a very complicated term since different customers interprets stimulus differently. The impact of the factors effecting customer perception becomes hard to

understand when it comes to online shopping. As the availability of internet and technology becoming affordable to the market, the customers are starting to switch from offline purchase to online. The effect of Covid 19 and travel restrictions also acted as a catalyst for this transformation. Since majority of the products belonging to any segments are available online, e-commerce became the biggest market that customers visit. Like all major industries, textile industry also

started concentrating online. Myntra an Indian Company which was started in the year 2007 initially focussed on selling personalized gift items moved into selling fashion and lifestyle products from 350 plus Indian and International brands. Price, quality, packaging and branding are some of the factors effecting the perception of customers. The effect of these factors is not same for rural and urban market. The research titled "Perception of women customers on cloth shopping from Myntra with special reference to post covid 19 scenarios" aims at finding out how these factors affect the perception of female customer when it comes to cloth shopping from Myntra.

II. STATEMENT OF PROBLEM

Online shopping has emerged as a competitor to brick and motor shops. Many successful business icons have already started to develop an online arm for their business. E-commerce have proven as an efficient channel to reduce the cost of production. In spite of all the advantage it has, companies find it difficult to understand the perception of customers in purchasing clothes via online. Understanding the perception is very much important since it effects the buying behaviour of the customers and thus in turn effect the revenue of the firm. This paper furnishes the result of the survey conducted along with our insight that we believe will help the online entrepreneurs in understanding the perception on cloth Shopping of female customers.

III. SCOPE OF STUDY

The study provides an insight about the impact of covid 19 pandemic on the cloth shopping from Myntra. The study focuses on the women customers at Trivandrum, Kottayam and Ernakulam. The study also helps to find out the various factors influencing the purchase decision of cloths from Myntra. The study also helps the business firms to understand the

expectations of the market and the satisfaction level of customers towards online cloth shopping.

IV. OBJECTIVES OF STUDY

- A. To find the perception of women customers about cloth shopping from Myntra
- B. To find out the factors effecting online cloth shopping
- C. To find the perception of women customers regarding the quality of products from Myntra

V. RESEARCH METHODOLOGY

The study was conducted in two parts, a preliminary investigation and a quantitative conclusion is derived. The population is unknow and a sample of 160 women customers of Myntra is selected for the study. Convenient sampling technique is used as the sampling technique. Cronbach's Alpha is used to check the reliability and then the questionnaire is generated for the research. The research is based on primary data which was collected using questionnaire.

VI. TOOLS USED FOR ANALYSIS

- Cronbach's Alpha
- Percentage Analysis
- Chi Square Analysis
- Weighted Mean Analysis

VII. ANALYSIS AND DISCUSSION

Cronbach's Alpha test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.792	.801	160

Interpretation

Since the value of Cronbach’s Alpha is 0.792, which is greater than 0.7, we can conclude that the data of our study is reliable.

Percentage analysis

Content	Factors	Percentage (%)
Age	18-24	30

Age	18-24	30
	25-34	35
	35-44	24
	Above 44	11
Education	Diploma	10
	UG	36
	PG	54
Area of Dwelling	Urban	22
	Semi urban	46
	Rural	32
Income	10k and below	2
	11 k to 20 k	28
	21 k to 30k	42
	31 k to 40 k	16
	Above 40 k	12
Comfort level with online shopping	Very high	54
	High	24
	Moderate	4
	Low	10
	Very low	8
Preferred online website	Amazon	30
	Flip kart	29
	Snap deal	5
	Myntra	35
	Others	1
Quality of products	Strongly agree	36
	Agree	41
	Neutral	10
	Disagree	8

purchased is highly satisfactory	Strongly disagree	5
	Strongly agree	65
	Agree	19
	Neutral	0
Price of clothing in Myntra is low compared to traditional market	Disagree	10
	Strongly disagree	6
	Strongly agree	67
	Agree	11
Easy comparison of products and sellers	Neutral	2
	Disagree	10
	Strongly disagree	10
	Strongly agree	51
Satisfied with the price offered in Myntra	Agree	18
	Neutral	23
	Disagree	2
	Strongly disagree	6

I will buy product again from Myntra	Strongly agree	17
	Agree	45
	Neutral	11
	Disagree	17
Satisfied with service quality in Myntra	Strongly disagree	10
	Strongly agree	69
	Agree	11
	Neutral	2
Online payment method is fast and easy in Myntra	Disagree	10
	Strongly disagree	8
	Strongly agree	41
	Agree	32
Information is secure and confidential	Neutral	5
	Disagree	12
	Strongly disagree	10
	Strongly agree	55
	Agree	20
	Neutral	8
	Disagree	11
	Strongly disagree	6

Overall satisfaction level of shopping experience with Myntra	Highly satisfied	46
	Satisfied	25
	Neutral	9
	Dissatisfied	6
	Highly dissatisfied	4

Interpretation

The Majority of the respondents falls between the age 25 and 34 and they are from semi urban location. The income of most of the respondents are more than 20k and less than 30k. From the analysis it is understood that most of the people (54%) are comfortable with shopping experience. Customers prefer Myntra more when compared with Amazon and flipkart for cloth shopping. Majority of the respondents are of the opinion that price offered by Myntra is comparatively less than other players. Majority of the customers are satisfied with the quality of clothes and shopping experience offered by Myntra.

Weighted average analysis

Table 2 : Weighted Average

Barriers of online shopping

Key barriers	Mean	Rank
Safety of payment	3.05	2
Trust factor of online store	3.18	1
High shipping cost	2.54	3
Slow delivery	2.70	4

Interpretation

When the barriers of online shopping are examined, it is found out that trust factor of online store is the biggest barrier of online shopping which is followed

by safety of payments, high shipping cost and slow delivery.

Table 3 : Weighted Average Factors influencing purchase decision

Factors	Mean	Rank
Good description of the product	3.63	1
Reputation of the company	3.10	3
Guarantee and warranty	3.21	2
Pricing	2.95	4
Delivery time	2.93	5

Interpretation

When the factors influencing purchase, decision is considered it is found out that good description about the product is the most influencing factor which is followed by warranty provided, reputation of the company, pricing and last delivery time.

Chi square analysis:1

To find the relationship between Area of dwelling and factors influencing online shopping

H₀: There is no significant association between Area of dwelling and factors influencing online shopping

H₁: There is significant association between Area of dwelling and factors influencing online shopping

Table 4 : chi square analysis 1

Area of dwelling and factors influencing online shopping

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.091 ^a	8	.069
Likelihood Ratio	13.612	8	.071
Linear-by-Linear Association	3.503	1	.542
N of Valid Cases	160		

Interpretation

Since Value of $P > 0.05$, we accept null hypothesis and reject alternative hypothesis. So there exist no relationships between Area of dwelling and factors influencing online shopping

Chi square analysis:2

To find the relationship between Age and factors influencing online shopping

H₀: There is no significant association between Age and factors influencing online shopping

H₁: There is significant association between Age and factors influencing online shopping

Table 5 : chi square analysis 2

Age and factors influencing online shopping

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.091 ^a	1	.002
Likelihood Ratio	31.53	1	.001
Linear-by-Linear Association	1.67	1	.1630
N of Valid Cases	160		

Interpretation

Since Value of $P < 0.05$, we reject null hypothesis and accept alternative hypothesis. So there exist a relationship between Age and factors influencing online shopping

Chi square analysis

To find the relationship between Income and factors influencing online shopping

H₀: There is no significant association between Income and factors influencing online shopping

H₁: There is significant association between Income and factors influencing online shopping

Table 6: chi square analysis 3

Income and factors influencing online shopping

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.091 ^a	16	.003
Likelihood Ratio	32.23	16	.002
Linear-by-Linear Association	3.77	1	.457
N of Valid Cases	160		

VIII. FINDINGS

- From the study it is found that 54% of the respondents are on the opinion that they are comfortable with online cloth shopping
- The study shows that 34% of the respondents prefer Myntra for cloth shopping, while 30% prefer Amazon and 29% prefer Flipkart
- 77% of the respondents are happy with the quality of clothes purchased from Myntra
- From the analysis it clear that 65% of the respondents believe that price of cloths in Myntra is low when compared with traditional market
- 62% of the respondents mentioned that they will do shopping from Myntra in future also
- From the analysis it is found out that 75% of the respondents feels the data provided to the firm is not misused
- 69% of the respondents are satisfied with the service offered by Myntra
- The study finds out that 73% of the respondents are happy with the payment method offered by Myntra
- From the analysis it is found out that 71% of the respondents are satisfied with the shopping experience that they received from Myntra.

IX. CONCLUSION

Since Value of P is greater than 0.05 in the test for the significance of area of dwelling and factors influencing online shopping. The null hypothesis is accepted hence it can be concluded that there exist no relationships between area of dwelling and factors influencing online shopping. From the test to find out the significance of age and factors which influenced online shopping the value of P is less than 0.05 so we reject null hypothesis and accept alternative hypothesis that is there exist a relationship between Age and factors influencing online shopping. From the findings it can also be concluded that majority of the customers prefer shopping from Myntra and are happy with the experience. From the analysis we can also see that Amazon is the top competitor for Myntra when it comes to cloth shopping.

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Cite this article as :

Midhun Manichan, Nithin S Johnson, Shebin Shareef, "Perception of Women Customers on Cloth Shopping from Myntra with Special Reference to Post Covid 19 Scenarios", International Journal of Scientific Research in Science, Engineering and Technology (IJSRSET), Online ISSN : 2394-4099, Print ISSN : 2395-1990, Volume 8 Issue 3, pp. 489-494, May-June 2021.

Journal URL : <https://ijsrset.com/IJSRSET2183128>