

Customer Satisfaction towards Online Fashion Shopping Platforms

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Abstract—This study titled "Customer Satisfaction towards Online Shopping" examines the behavior, preferences, and expectations of online fashion shoppers. With the rapid growth of the internet, smartphones, and digital payments, online shopping has become an integral part of modern consumer life. The study aims to identify the key factors influencing customer satisfaction and highlight areas that require improvement.

A structured questionnaire was administered to 150 respondents using convenience sampling, and the data was analyzed using percentage analysis, frequency distribution, graphs, and chi-square and correlation analysis.

The findings reveal that convenience, product quality, pricing, and delivery speed are the primary drivers of customer satisfaction. However, major challenges such as product mismatch, delayed deliveries, complicated return procedures, and poor customer support continue to affect the overall shopping experience. Brand reputation and customer reviews were found to be significant factors in purchase decision-making.

The study concludes that while overall satisfaction levels are moderate to high, there is a strong need for improvement in logistics, product quality control, return policies, and customer support services. Addressing these issues will help online fashion platforms build greater customer trust, loyalty, and long-term business growth.

I. INTRODUCTION

The rise of the internet, smartphones, and digital payments has transformed the fashion industry, shifting shopping from physical stores to online platforms like Amazon, Myntra, ASOS, and Flipkart. These platforms offer convenience, vast product variety, personalized recommendations, and secure payments, driving rapid growth in online fashion retail.

However, customer satisfaction remains the most critical factor for success. It is shaped by several elements including website usability, product quality,

pricing, delivery experience, return policies, customer support, personalization, data security, and sustainability. If these factors meet or exceed customer expectations, it leads to loyalty and repeat purchases. Since customer expectations constantly evolve with technology and trends, understanding the key drivers of satisfaction and dissatisfaction is essential for platforms to grow and retain customers in the competitive online fashion market.

II. LITERATURE REVIEW

Several studies have identified key factors affecting customer satisfaction in online shopping. According to Punithamalar & Sasikala (2021) and Sharma et al. (2020), trust, convenience, price, and service quality are the primary determinants of satisfaction. Huang (2023) and Naik et al. (2023) highlight that delivery reliability and post-purchase support directly impact customer loyalty and repeat purchases.

Deyalage & Kulathunga (2020) identified 51 factors influencing satisfaction, emphasizing that it is multi-dimensional. Guo et al. (2023) and Bayartogtoh et al. (2019) stress that website design, usability, and mobile-friendliness significantly shape the shopping experience. Mofokeng (2021) and Jain & Sharma (2020) found that product information quality and security reduce uncertainty and build trust.

Zani et al. (2023) noted that during COVID-19, e-service quality and timely delivery became even more critical. Cuong (2023) and Hiremath & Ingalagi (2024) confirm that ease of use and secure transactions drive repurchase intentions.

Overall, the literature concludes that no single factor determines satisfaction; rather, it results from a combination of functional, emotional, and technological elements that must be continuously improved to meet evolving customer expectations.

III. RESEARCH DESIGN

The design adopted in this study to evaluate customer satisfaction on online shopping for fashion products involves descriptive and quantitative research to establish customer satisfaction levels, major factors contributing to their satisfaction as well as any problem experienced.

Data Collection

Data for the study was obtained through both primary and secondary sources. The primary data was obtained using a structured questionnaire in Google Forms from a sample size of 150 respondents, applying convenience sampling. On the other hand, secondary data was acquired from journals, research papers and e-commerce websites.

Scope

Major topics considered in this research include; quality, pricing, delivery, mode of payments, customer support services and return policy.

Data Analysis

Data analysis was done using percentage analysis, frequency distribution, graphs and bar charts.

Conclusion

Customer satisfaction in online shopping is relatively high with the major determinants being quality, pricing and convenience. In spite of the high level of customer satisfaction, there are still many challenges such as delayed deliveries, product mismatch and complicated refund procedures that affect customer satisfaction levels. Solving these problems will be instrumental towards establishing customers' loyalty.

IV. DATA PROCESSING AND ANALYSIS

A survey was conducted on 151 respondents, who were primarily in the age group of 26-35 years (43.7%), with female participants constituting 43%. Most of them were self-employed (35.1%), earning ₹50,000-₹1,00,000 per month (44.4%).

Most buyers make occasional purchases (43.7%). The majority of them ranked their purchasing experience 4 out of 5, reflecting their satisfaction level.

When it came to product quality, 39.7% felt that it was average because of inconsistency between online

pictures and actual products. Brand image (54.3%) and product quality (27.2%) were the critical determinants for purchases. Customer feedback is highly relevant, as stated by a majority of respondents.

Delay in delivery (43%) and incorrect shipment (33.1%) were the significant pain points, whereas picking issues (41.7%) and delayed refund (23.8%) were identified as key obstacles in returns. Ease of navigation and appealing visuals were the most appreciated website features. Email (37.1%) emerged as the favorite mode of customer support, while standard delivery (43%) was favored among other options.

Chi-square and correlation analysis revealed a strong connection between product quality, delivery, pricing, and website design and customer satisfaction, supporting the alternative hypothesis (H_1).

V. FINDINGS

The study examined satisfaction of 151 online fashion shoppers through surveys and statistical analysis.

Most respondents were aged 18-35, tech-savvy, and shopped occasionally, with females slightly outnumbering males. Myntra, Amazon Fashion, and Flipkart were the most preferred platforms due to convenience, variety, and competitive pricing.

Key factors influencing satisfaction included product quality, pricing, delivery speed, and website usability. Major pain points were product mismatch, delayed deliveries, poor quality, complicated returns, and unresponsive customer service.

Customers highly valued transparent discounts, fast deliveries, easy returns, and user reviews. Overall, most respondents reported moderate to high satisfaction, with pricing and convenience rated highly, while delivery and return processes needed improvement.

VI. SUGGESTIONS AND RECOMMENDATIONS

1. Product Quality Assurance Audits by platforms, standardization of product data, prior shipment quality assurance, and AI-based listing audit will prevent any mismatch.

2. Delivery and Logistics The investments made by companies in automated warehouses, order tracking facilities, realistic delivery time estimates, and improved last mile deliveries will make customers

happier.

3. Return and Refund Policy Customers must have an easy return policy from the comfort of their home via an app, doorstep pickup services, return policy of 15-30 days, and refund process in 3-5 days to increase their trust.

4. Customer Support Services Moving to a proactive and personalized support system would enable solving problems faster, making disgruntled customers loyal customers.

VII. CONCLUSION

"The Behavior and Preferences of the Online Customers with Respect to Shopping" studies the behavior, preferences, and expectations of the 150 online shoppers. In this era where internet and smartphones are common in people's lives, people do online shopping regularly.

Some major points revealed in the report state that the most important factor in favor of online shopping is its convenience; it allows people to shop at any time of day and allows comparisons of different products and saves time. Another important point is product quality because people expect the products to be similar to their online pictures and description, otherwise there will be dissatisfaction, and the customer will lose his loyalty.

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