



**FACTORS AFFECTING CONSUMER SATISFACTION IN ONLINE CLOTH
SHOPPING : A STUDY IN KATIGORAH PART III, CACHAR, ASSAM**

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ABSTRACT

The rapid growth of e-commerce platforms in India has revolutionized the retail landscape, making online shopping a convenient and attractive option for consumers across the country. While metropolitan and urban consumers have readily embraced online shopping, rural and semi-urban areas like Katigorah Part III in the Cachar district of Assam are still in a transitional phase. With increasing internet penetration and the availability of smartphones, people in this region have begun to participate in online shopping, particularly for clothing items. However, this shift has not been without its challenges.

In Katigorah Part III, many online shoppers often encounter problems such as delayed delivery, poor product quality, misleading product descriptions, difficulty in returning items, lack of digital literacy, and limited access to secure online payment systems. These issues contribute to a wide range of consumer experiences, many of which result in dissatisfaction and reduced trust in e-commerce platforms. Unlike urban consumers who may have greater digital awareness and better infrastructure, rural consumers are more vulnerable to these problems and may feel hesitant or sceptical about online purchase.

This study, therefore, arises from the need to identify and analyze the various problems faced by consumers in Katigorah Part III with the goal of enhancing their satisfaction and ensuring equitable access to the benefits of online cloth shopping.

Keywords: Consumer Satisfaction, Online Cloth Shopping, Time Period and Biasness.

INTRODUCTION

In recent years, the rapid growth of digital technology and internet access has transformed the way people shop, particularly with the emergence of e-commerce platforms. Among various online purchases, clothing has become one of the most frequently bought categories, driven by convenience, a wide range of choices, attractive pricing, and easy return policies. Online cloth shopping offers consumers the ability to explore global fashion trends from the comfort of their homes, and this trend is no longer limited to urban countries. Rural and semi-rural areas are also witnessing a steady rise in online shopping behaviour.

Katigorah Part III, a rural region in the Cachar district of Assam, is gradually embracing this digital shift. With improving internet connectivity and increasing smart phone usage, people in this region – especially the younger population – have started to explore and engage in online cloth shopping. Despite this progress, the overall satisfaction levels of consumer in this area vary significantly . Issues such as delayed delivery, digital illiteracy, and lack of trust in online payments often hinder a smooth shopping experience. Consumer satisfaction is a critical factor in the long term success of e – commerce businesses. It determines not only repeat purchases but also word-of-mouth promotion and overall customer loyalty. However, in rural areas like Katigorah Part III, the determinants of satisfaction may differ due to cultural, infrastructure, and economic factors. While urban consumers may focus more on affordability, product durability, and ease of return. This study seeks to explore and analyze the key factors that influence consumer satisfaction in online cloth shopping specially in Katigorah Part III . By examining consumer performance, shopping behaviour, and satisfaction levels, the research aims to provide insights that can help online retails and policy makers understand the unique need of this demographic. Ultimately the finding of this study could support the development of more inclusive, user-friendly, and efficient e-commerce systems tailored to semi-rural populations.

SIGNIFICANT OF THE STUDY

The significance of this study lies in its attempt to bridge a critical gap in the understanding of consumer satisfaction in the context of online cloth shopping in a rural and semi – urban area like Katigorah Part iii, Cachar district, Assam. While online shopping is widely studied in urban settings, there is limited research focusing on how rural consumers perceive and experience digital shopping platforms, particularly for clothing. This study is important for several reason:

1. Regional Relevance
2. Understanding Consumer Behaviour
3. Guidance for E-commerce Platforms
4. Policy and Infrastructure Development
5. Academic Contribution
6. Empowering Local Consumers

OBJECTIVE OF THE STUDY

The study has been undertaken to evaluate the Factors Affecting Consumer Satisfaction In Online Cloth Shopping in Katigorah Part III, Cachar Assam. However, following are the objective of the study :

- To identify the Factors Affecting Consumer Satisfaction in Online Cloth Shopping in Katigorah Part III, Cachar Assam
- To analyze the importance of the Factors Affecting Consumer Satisfaction in Online Cloth Shopping in Katigorah Part III, Cachar, assa

METHODOLOGY OF THE STUDY

This section outlines the systematic approach followed to conduct the study on consumer satisfaction in online cloth shopping among residents of Katigorah Part III, Cachar, Assam.

Research Design

The study uses a descriptive research design aimed at collecting primarily data to understand consumer satisfaction levels and the key factors influencing their online clothing purchase decisions.

Area of Study

The research was conducted in Katigorah Part III, a rural located in the Cachar district of Assam. This region represents a growing group of semi-digital consumers engaging in online shopping activities.

Population and Sample

Target Population : The total number of individuals in Katigorah Part III known to engage in online cloth shopping is approximately 100.

Sample Size : From this population, a sample of 10 respondents was selected for in-depth study.

Sampling Method : The study adopted a simple random sampling technique to ensure that each member of the population had an equal chance of being selected.

Data Collection Methods

Primary Data :

Collected using a structured questionnaire, which included both close ended and a few open ended questions.

Topics covered shopping habits, satisfaction levels factors like delivery time, product quality, pricing, return experience, and customer services.

Data was collected through personal interviews and field visits.

Secondary Data : Collected from books, journal articles, websites, and compare findings.

SCOPE OF THE STUDY

The scope of this study defines the boundaries within which the research is conducted, highlighting its focus, limitations, and areas of applicability . This research is specifically designed to examine the various factors that influence consumer satisfaction with online cloth shopping in **Katigorah Part III**, a rural locality in the **Cachar district of Assam**.

LIMITATION OF THE STUDY

1. **Small Sample Size:** Only 10 respondents were surveyed from a population of 100, which limits generalizability.
2. **Geographical restriction:** The study is confined to Katigorah Part III and does not reflect the entire Cachar district or other rural areas.
3. **Limited Statistical Analysis:** Due to the small sample, advanced statistical tools could not be applied.
4. **Focus on Cloth Only:** The study excludes other product categories like electronics or groceries.

Review of Literature

Sinha & Swami (2017) found that convenience, product variety, and price comparison are the major factors influencing online shopping in India. They concluded that most consumers prefer online shopping due to time saving and home delivery features.

Khare (2014) explored consumer behaviour in small towns and concluded that online shopping is gradually replacing traditional buying habits due to increased smart phone use and attractive deals.

Rani & Misra (2016) studied satisfaction in online apparel shopping. They found that **product quality, fabric type, fitting, and timely delivery** were the top concerns of consumers.

Verma & Singh (2019) observed that consumers are highly influenced by brand image, user reviews, and return policies while buying clothes online. Clothing fit was a major challenge that directly impacted satisfaction.

Jain & Goel (2018) identified **delivery speed, return policies, and pricing transparency** as critical determinants of satisfaction in e-commerce . Delays or mismatched products often resulted in negative feedback.

Bansal (2020) emphasized the role of **user interface** of apps and websites in influencing trust and ease of use, especially in semi-urban areas.

Das & Roy (2021) focused on North East India and found that digital literacy, availability of smart phones, and awareness about offers influence rural consumer's satisfaction with online shopping.

Ahmed & Dey (2022) studied consumer behaviour in Cachar district and highlighted that many people in rural areas like Katigora prefer **Cash on Delivery (COD)** due to lack of trust in online payments. Youth and women were found to be more inclined toward online clothing purchases.

Relative Importance of Factors affecting Consumer Satisfaction in Online Cloth Shopping

While several factors influencing consumer satisfaction in online cloth purchases, not all factors hold equal weight. Understanding their relative importance helps prioritize which aspects retailers and policy makers should focus on, especially in semi-rural areas like Katigora Part III, Cachar, Assam.

Measuring Relative Importance

The relative importance of each factor is typically determined through:

1. **Consumer Surveys and feedback**
2. **Ranking of Ratio Scales**
3. **Statistical Analysis (mean scores, frequently analysis, etc)**

For this study, **a sample of 10 respondents** from the **total population of 100** was surveyed using a structured questionnaire.

Table 1: Important Factors Affecting Customer Satisfaction In Online Cloth Shopping

Factors	Mean Score	Rank
Time Period	4.2	1 st
Satisfaction	4	2 nd
Return Policy	2.4	5 th
Delivery Charge	2.4	5 th
Biasness	2.2	6 th
Cashback warranty	3	3 rd
Risk	2.6	4 th

Source: - Field Survey

The study has identified eight important factors affecting consumer satisfaction and these are :- **Quality of the product, Price of the product, Product packaging, Brand, Availability of the product, Past experience, Status of online market.**

The factor “ **Brand** “ is found to be most important factor in consumer satisfaction of online cloth shopping. The factor “**Quality of the Product** “ is found to be 2nd most important factor in consumer satisfaction in online cloth shopping.

The factor “ **Product variety** “ is found to be 3rd most important factor in consumer satisfaction in online cloth shopping.

The factor “ **Status of Online market**“ is found to be 4th most important factor in consumer satisfaction in online cloth shopping.

The factor “ **Price of the Product** “ is found to be 5th most important factor in consumer satisfaction in online cloth shopping.

Suggestions

The study suggests that the following important suggestions :

- The study suggests that the service of online cloth shopping must update themselves with new accessories and technique.
- The online market should modify their ethics.
- The service provided by the online markets should be relevant to every consumer.

Scope of the Research

- Further research can be conducted on the study of registered online market.
- The study of online market can be conducted in other place of rural areas too.

Conclusion

The study titled “ **Factors Affecting Consumer Satisfaction in Online Cloth Shopping : A study in Katigora Part III, Cachar district of Assam** “ aimed to explore the key elements that influence the satisfaction levels of rural consumers engaging in online clothing purchases. The Findings clearly show that **product quality, affordable pricing, timely delivery, and easy return/refund policies** are the most important factors driving satisfaction among consumers in this region.

Given the semi-rural nature of **Katigorah Part iii, Lack of digital literacy, limited trust in online payment systems, and dependence on Cash on Delivery (COD)** were also found to impact the online shopping experience. While urban consumers may value branding and user in rural areas, basic service reliability and affordability are pre amount.

This research contributes to a deeper understanding of how **e-commerce platforms can improve consumer satisfaction** in less-developed areas by tailoring their services to local needs. It also provides a useful reference for policy markers, businesses, and researchers interested in expanding the benefits of online retail to India's rural populations.

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