

A STUDY ON ONLINE SHOPPING AND CUSTOMER SATISFACTION ON URBANIC

PROJECT REPORT

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In partial fulfilment of the requirements for award of the degree of
Bachelor of Management Studies (International Business)



ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM
COLLEGE WITH POTENTIAL FOR EXCELLENCE
Nationally Re-Accredited At 'A++' Level (NAAC Fourth Cycle)

March 2023

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM, KOCHI –
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CERTIFICATE

This is to certify that the project report entitled, “A study on online shopping and customer satisfaction on URBANIC,” is a bonafide record submitted by Ms. Seira Jacob, Reg. No.SB20BMS031, in partial fulfilment of the requirements for the award of the Degree of Bachelor of Management Studies in International Business during the academic years 2020-2023.

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DECLARATION

I, Seira Jacob, Reg. No.SB20BMS031, hereby declare that this project work entitled "A study on online shopping and customer satisfaction on URBANIC" is my original work. I further declare that this report is based on the information collected by me and has not previously been submitted to any other university or academic body.

Date:

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ACKNOWLEDGEMENT

I would like to place on Project Report my debt of gratitude to those who helped me in the preparation of this project.

I would like to express my profound gratitude to the Director of the college, Rev. Dr. Sr. Vinitha (CSST), the principal of the college, Dr. Alphonsa Vijaya Joseph and many thanks go to all the faculties of the Department of management Studies who have given their full effort in guiding the team in achieving the goal as well as their encouragement to maintain our progress in track.

I would like to express my special thanks to our mentor Smt. Namitha Peter, for the time and efforts she provided throughout the semester. Your useful advice and suggestions were helpful to me during the project's completion. In this aspect, I am eternally grateful to you.

My profound thanks go to all classmates for spending their time helping and giving support whenever I need it in completing my project.

SEIRA JACOB

EXECUTIVE SUMMARY

With the rapid global growth in electronic commerce (e-commerce), businesses are attempting to gain a competitive advantage by using e-commerce to interact with customers. Nowadays, online shopping is a fast-growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information, or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The wide use of the internet and the rapid growth of technology have created a new market for both the customers and business. Nowadays the internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as a channel to continue relationships with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just a few clicks in a few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

In this report, the researcher has attempted to analyse the customer buying behaviour and the level of satisfaction obtained by customers from URBANIC, one of the top 5 Fashion and Apparel websites ranking list in India. It was done by studying URBANIC's performance in affordability, variety and contemporary fashion trends and customer relationships resulting from social media marketing.

In short, this report provides insights on the key elements that need to be given importance on customer's buying behaviour and also the effectiveness of online shopping, explained using the case of URBANIC.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY

The fast and dramatic changes in information technology specially in last one decade has given new concept of marketing in which buyer and seller do not see each other face to face nor see the goods physically; the whole transaction is carried out through the use of internet as a median. In India, after the JIO evolution in the internet sector, 90% of the population aged 16 to 60 utilised the Internet almost every day in 2017, and approximately 80% of them shopped online.

E-commerce, also known as electronic commerce refers to the activity of buying and selling of goods and services through the internet. With the arrival of technological development, 21st century has witnessed a boom in e-commerce; the size of the number of online shopping websites is increasing rapidly. Shopping online has its ups and downs but the positives of the technological blessing far outweigh the negatives. The positive impact on online shopping undermines its negative impact because the advanced technology can save our time and provides us with a wide range of options. On the internet there is no physical space limitation, therefore the variety available for a single item is endless.

Online shopping is a form of e-commerce that enables customers to get products or services directly from a seller over the Internet. Alternative titles include: online store, web store, virtual store, Internet store, and e-store. The act of purchasing goods and services from an online store is physically comparable, and this type of online shopping is known as business-to-consumer online shopping. Consumers who choose to purchase goods online are said to be engaged in online shopping. The internet has evolved into a brand-new method of product distribution. Together with searching for items and learning more about them, shopping online has emerged as one of the main reasons people use the internet. Therefore, internet have developed a highly competitive market, where the competition over consumers is fierce.

Online shopping is becoming increasingly popular for many various reasons. The rise in popularity of online shopping is undoubtedly influenced by external factors such as rising gas prices, transportation challenges, and the difficulties frequently associated with shopping malls and other traditional retailers and due to the busy lives and stressful schedules of the majority of people in the 21st century.

Online shopping became the most convenient and practical option for them in this situation. The internet has altered how consumers shop and has quickly expanded to a worldwide perspective. Customers may learn everything there is to know about a product by reading the

reviews that previous customers have left. There are numerous products reviews on the web that provide opinions of the current users of the product, so one is no longer limited to asking friends and family if they have any recommendations for purchases.

Online shopping holds a great potential for youth marketers. Vrechopoulos et al. (2001) claim that young people are the main consumers of things purchased online. In their 2002 study, Dholakia and Uusitalo examined the connection between age and online purchasing and discovered that younger consumers reported doing more of their shopping online. Another study, conducted by Sorce et al. (2005), discovered that younger customers searched for more products online and were more inclined to agree that internet shopping was more convenient. Customer Satisfaction (CSAT) is the catchphrase used by the business people for the success of organization in the present days. Due to the increase of heavy competition in every product line, it becomes difficult for the companies to retain the customers for a longer time. So, retain the customer for longer time the marketer has to do only one thing i.e., customer satisfaction. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, 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.

Paul Farris defines customer satisfaction as 'the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services exceeds specified satisfaction goals.'

Customer satisfaction plays a crucial role in marketing as it creates customer loyalty, higher lifetime value, and a stronger brand reputation. According to Harvard Business Review, 'acquiring a new customer can be anywhere from five to 25 times more expensive than retaining an existing customer.' Low customer satisfaction scores are important too, as it warns the company about various problems that can affect profitability and sales of the company. They can reveal customer pain points and provide data-backed insights on how to improve your product, service, and overall customer experience. Therefore, a reliable measure of satisfaction metrics is vital for a business in order to maintain their customer's needs and satisfaction levels effectively.

1.2 LITERATURE REVIEW

1.2.1 Online Shopping

Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai, 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet (Li and Zhang, 2002).

In online shopping, it requires less effort and better decision making for consumers who opt to purchase at the e-store (Jiang and Rosenbloom, 2005). Shoppers may save their time in e-shopping because they do not have to go through any effort on travelling to a mall or saving their time in other psychological factors such as traffic jams etc. Online shopping increases search efficiency by eliminating travelling costs and psychological costs brings convenience in e-shopping (Jayawardhena et. al., 2009). Comparing online and traditional shopping, Alreck and Settle (2002) found that internet shopping was viewed as saving more time.

Compared to physical stores, online stores have many advantages: They are convenient and time saving and no more travelling and waiting in lines is needed. They are open all time and they are accessible anytime and anywhere. These stores provide consumers with free and rich information about products and services. They also have some online tools to help consumers compare and make purchase decisions among various products and services. Hoffman and Novak (1996) indicated that interactivity is the key distinguishing feature between marketing communication on the Internet and traditional mass media. Today online consumers have more control and bargaining power than consumers of physical stores because the Internet offers more interactivities between consumers and product/service providers as well as greater availability of information about products and services. Geissler and Zinkhan (1998) claimed that the Internet shifted the balance of power in favor of consumers as it became very

easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople. Online stores reduce transaction costs and have advantages for both consumers and vendors. However, online stores also have disadvantages compared to brick-and-mortar stores. In online stores customers can't have any sense about the product they see on the internet (seeing, touching, tasting, smelling, and hearing) as they search for and purchase products. In online stores, consumers may develop low trust and perceive elevated risk highly because of the lack of face-to-face communication. Although this difficulty can be reduced by using certain software tools such as the online recommendation agent (Häubl and Murray, 2003; Xiao and Benbasat, 2007) and the online negotiation agent (Huang and Sycara, 2002; Huang and Lin, 2007).

1.2.2 E-commerce

“E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.” (Chanana & Goele, 2012). Gupta (2014) in her paper “E-Commerce: Role of e-commerce in today's business”, presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different e-commerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each. Rina (2016) also elaborates the different applications of e-commerce in “Challenges and Future Scope of E-commerce in India”, at the same time, defining the degree to which they are operational in the country.

A marketer has to look for different approaches to sell their products and in the current scenario, e-commerce has become the popular way of selling the goods. Whether it is durable or non-durable, everything is available from A to Z on websites. Some websites are specifically designed for specific product categories only, and some are selling everything.

E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT(Electronic fund transfer) payments.

Dr. Anukrati Sharma (2013) The article entitled “A study on E-commerce and Online Shopping: Issues and Influences”. In this article an attempt is made to study the recent trends, influences, preferences of customers towards E-commerce and online shopping and to give the suggestions for the improvement in online shopping websites. The study found that most of the people who are engaged in making the decision of purchasing are in the age of 21-30 years. While making the websites for online shopping it must be designed in a very planned and strategic way.

Abhijit Mitra (2013) The article entitled “E-Commerce in India-A review”. In this article an attempt is made to study the present status and facilitators of E-Commerce in India, analyze the present trends of E-Commerce in India and examine the barriers of E-Commerce in India. The study found that there has been a rise in the number of companies taking up E-Commerce in the recent past. The study also found that major Indian portal sites have also shifted towards E-Commerce instead of depending on advertising revenue.

1.2.3 Perceived Risks

Perceived Risks Perceived risk refers to the nature and amount of risk perceived by a consumer in contemplating a particular purchase decision (Cox and Rich, 1964). Before purchasing a product, a consumer considers the various risks associated with the purchase. The different types of risks are referred to as perceived or anticipated risks. Research suggests that consumers generally prefer to use electronic commerce for purchasing products that do not require physical inspection (Peterson et al., 1997). The higher the perceived experience risk, the consumer may shift to brick-and-mortar retailers for the purchase of the product. Whereas, the lower the perceived risk, the higher the propensity for online shopping (Tan, 1999). Risks perceived or real, exist due to technology failure (e.g., breaches in the system) or human error (e.g., data entry mistakes). The most frequently cited risks associated with online shopping include financial risk (e.g., is my credit card information safe?), product risk (e.g., is the product the same quality as viewed on the screen?), convenience (e.g., Will I understand how to order and return the merchandise?), and non-delivery risk (e.g., What if the product is not delivered?) The level of uncertainty surrounding the online purchasing process influences consumers’ perceptions regarding the perceived risks (Bhatnagar et al., 2000).

1.2.4 Customer satisfaction

Customer satisfaction is an evaluation of difference between prior expectations about product and its actual performance.

- Customer satisfaction is how customers react towards the state of satisfaction, and how customers judge the satisfaction level (Hanif, Hafez & Riaz, 2010).
- Customer satisfaction is the reaction of customer toward state of the fulfillment and judgment of customer about that fulfilled state (Khayyat & Heshmati, 2012).
- Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019).
- Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs (Sugeng, 2016). Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016)
- Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (Tjiptono, 2012)
- Customer Satisfaction has been researched a lot by previous researchers including (Afriliana et al., 2018; Librianty & Yulianto, 2019; Purwanti et al., 2014; Rahayu & Setyawarti, 2018; Rangkuti, 2003; Risdah, 2019; SiahaanSodiq & Wijaksana, 2014; Supardiasa et al., 2018; Wahyuddin et al., n.d.; Wijayanti, 2019; YUNIATI, 2016; Zahratul Aini, 2019)
- T. Shenbhagavadivu , 2015 has published the article " A Study on Customer Satisfaction towards online shopping " focused on understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence

consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

1.2.5 Social Media Platform

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior.

With so several social media channels accessible, it is practically hard for a brand to be involved with every one of them. According to Erdomuş and Cicek (2012), the popularity of a social media platform among friends is a deciding element in customers' engagement with a brand on social media. As a result, marketers must study their target audience and select the most effective communication platform. Facebook, Instagram, Twitter, Pinterest, YouTube, LinkedIn, Snapchat, and Reddit are some of the most prominent social media sites for brand building and marketing. Selecting the ideal platform for your brand entails assessing the platforms to see where your client base is and whether or not they engage with brands.

1.2.6 Consumer Purchase Intention

According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because

of their interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002). For educational level, higher educated consumers are more likely to use the internet for their shopping medium because they are more computer literate (Burke, 2002).

Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives (Monsuwe, Delleart and Ruyter, 2004). Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfenbarger, et, al., 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).

Product characteristic is also another factor that will influence the consumer's intention to purchase in the internet. Product characteristic can be tangible or intangible; standardized or customized. In an online context, lower tangibility of a product is caused by the lack of physical contact and assistance in the shopping process; consumer's intention to shop on the internet will be low when there is a need to seek advice from a salesperson regarding the considered product (Monsuwe, et. al., 2004). Products such as car, computers, perfume, perfume or lotion has the lower potential to be purchased by the consumer because it requires more personal knowledge and experience (Elliot, et. al., 2000).

Another factor that influences the consumer's intention to purchase in online is the previous online shopping experiences. Consumers will continue to shop in the internet in the future is because they are satisfied with the online shopping experience and it was evaluated positively (Shim, Eastlick, Lotz and Warrington, 2001). Consumer's perceived risk will tend to reduce when they are satisfied from the shopping experiences (Monsuwe, Delleart and Ruyter, 2004).

The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001), reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of security and privacy.

1.2.7 Post Purchase

The rapid expansion of e-commerce in the past and its expected growth in the future are attributed to advancing shipping and payment options as well as other reasons (eMarketer, 2016). Jain et al. (2017) conducted an extensive literature review and suggested that availability, timeliness, condition, and ease of return, along with e-business quality, product quality, and pricing, are linked to shopping satisfaction and repurchase intention of customers in e-tailing. However, Jain et al. (2017)'s review revealed that very few studies have focused on the relationships between the post-purchase activities such as shipping and return services and customers' behavioural and attitudinal aspects. It is unclear how important post-purchase activities such as shipping and return are in comparison with customer service to e-commerce and its growth. Nevertheless, it is also reported that many online shoppers drop their orders if free shipping is not provided, and 78 percent of consumers regarded free shipping as either "very important" or "somewhat important" in their decision to make an online purchase (Tuttle, 2011). The study of UPS and ComScore found that free shipping and delivery are reported to be key to customer satisfaction (Moth, 2012). In addition, same-day delivery is usually very expensive, and most customers are not willing to pay the extra price, though it provides instant gratification; companies may consolidate their supply chain and deliver the products to local stores for free (Stevens, 2014). Therefore, it is understandable that supply chain guru Hau Lee considers leveraging post-purchase activities such as shipment as one of the five most important strategies (Lee and Whang, 2001). To maximize profits and gain a competitive advantage, internet retailers also strategically manipulate their shipping and delivery options available to customers (Yao and Zhang, 2012). The research by UPS and comScore (2014) found that the top recommendations from online shoppers in the USA are related to shipping: free or discounted shipping, delivery within expected time, flexibility of

shipping, and return service. Other research also supported the findings about shipping for online shopping (Spagnoletti, 2014).

The importance of post-purchase activities such as customer services, post-affective state in the form of customer satisfaction, and affective behavior are recognized (Santos and Boote, 2003; Tam, 2011). Yet, scholarly research about those activities and their impact on satisfaction are still limited. Theory-based empirical studies about such role relative to other sales and purchasing activities are scant in e-commerce research, especially with reliable survey instrument. This study aimed to explore the impact of post-purchase logistic activities, including shipping, tracking, and return, on customer satisfaction and their future purchase intention.

1.3 RESEARCH PROBLEM

The problem area of the survey is consumer satisfaction on URBANIC and attitudes towards online shopping – to help determine the factors that influence customers to shop online and those factors that help marketers to formulate their strategies towards online marketing.

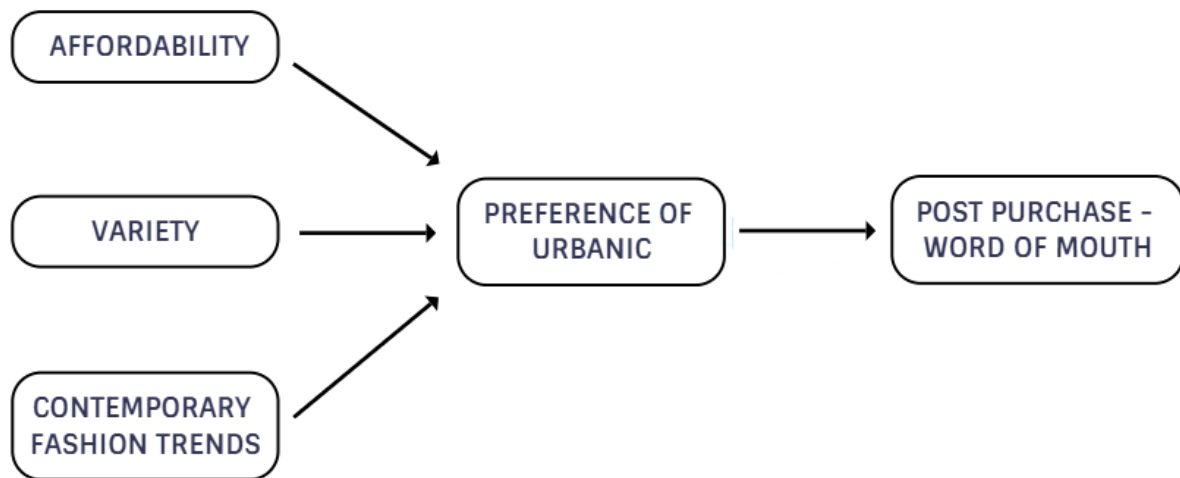
1.4 SCOPE OF STUDY

The study is conducted on the residents of Kochi, a city situated in Ernakulam district. The main aim of the study is to reach out to 91 respondents and gain a better and clearer understanding on online shopping and customer satisfaction on URBANIC. Through this study we understand the relationship between fast delivery, affordability of products, after sales services, and easy payment methods, and how they affect the customers choice of URBANIC for online shopping and how satisfied they are with the same

1.5 RESEARCH OBJECTIVES

- The overall scope of study aims to analyse the customer buying behaviour and the level of satisfaction attained by customers from URBANIC.
- To determine the factors that lowers the online satisfaction level.
- To study the factors that can improve consumer satisfaction
- To study the consumers' expectations and developments in online shopping.

1.6 CONCEPTUAL MODEL



1.7 RESEARCH METHODOLOGY

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:

1.7.1 Data Collection

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

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

1.7.2 Sampling

1.7.2.1 Population

Population is the collection of the elements which has some or the other characteristics in common. The population size is determined by the number of elements in the population. The population of this study includes all women and men in Kerala between the ages of 15 and 50.

1.7.2.2 Sample size

The sample for the study is limited to Kochi residents. Given the constraints of time and resources, the sample size chosen is 91 respondents. Questionnaires were distributed to respondents via social media platforms such as WhatsApp and e-mail, and Instagram, and respondents were given enough time to complete the questionnaire in order to reduce sampling error.

1.7.2.3 Sampling techniques

The research utilises convenience sampling, a form of non-probability sampling technique. It involves collecting the sample population from a pool of readily available respondents.

1.8 LIMITATION OF THE STUDY

- The study is limited to the online customers of URBANIC only.
- The sample size is very small and is only limited to 100 respondents.
- The area of study was confined with respect to geographical region.
- There was a time constraint while performing the research.

CHAPTER TWO
INDUSTRY, COMPANY
AND PRODUCT PROFILE

2.1 INDUSTRY PROFILE

2.1.1 FASHION INDUSTRY

The French word *mode*, meaning "fashion", dates as far back as 1482, while the English word denoting something "in style" dates only to the 16th century. The concept of fashion as we know it was born in Palace of Versailles, the court of Louis XIV, who "enshrined fashion's importance among the elite by making it an integral part of their etiquette as well as an indicator of their wealth due to its high cost" (Barringer, 2014, p. 21). It was a successful means of financial control – the requirement to dress differently for each formal event was a sure way to keep the courtiers on a short leash: those who wanted to remain important in the court would attend all the events of it, forever having to acquire new garments, and thus falling quickly into debt, with loans granted gracefully by the King himself (Bernier, 1987, p. 103). It was essential to change the fashions often enough to keep the courtiers busy with their dress concerns and no time for considering the meaning(lessness) of it, or, God forbid, a revolt (Bernier, 1987, p. 102). As Barringer puts it, "Louis XIV chose fashion as his means of influence because it both demonstrated the wearer's wealth and took it away, as fashion was inherently expensive, difficult to maintain, and impractical" (2014, p. 22). The dress was seen as a sign of loyalty, serving as an instrument for separating the King's favourites from those who were not in his favour; dames who were not fashionable could be expelled from the court (that is one of the possible versions to explain the King's edict of 1668 requiring his courtiers to remain fashionable; there is no certainty, however, whether – and how – the law was enforced) (Barringer, 2014, p. 23). Extending the rules of fashion down onto the middle class in France (any person who was reasonably well-dressed could enter the Gardens of Versailles, France (Mansel, 2005)) formed the primary function of fashion at the time – the marker of status, social position and, naturally, wealth.

The best way to define fashion is as the type of attire and accessories people choose to wear at any particular moment. The design, production, distribution, marketing, selling, advertising, and promotion of all kinds of clothes (for men, women, and children), from the priciest designer looks to the most basic everyday apparel, are all part of the fashion industry.

In other terms, it is a billion-dollar multinational business that only engages in the production and sale of clothing. Despite the fact that the terms "apparel industry" and "fashion industry" are often used interchangeably, they are not the same. The apparel industry deals with functional clothes or mass fashion, one of the essential needs of people, whereas the fashion

industry can be described as an industry of high-end fashion containing its own preconceptions of style and individual taste.

The very field of fashion has been expanding exponentially to include the ever-growing number of categories like luxury fashion, streetwear, tailored wear, fast fashion, independent brands, etc. It only adds to the confusion, especially for an outsider. As a business, fashion is very far from being trivial, it is a highly sophisticated and well-organised industry.

"Fashion is one of the most major industries in the world, driving a sizable portion of the global economy. It is a major industry that adds value to the global economy. According to McKinsey's State of Fashion 2017 report, the global fashion sector would rank as the seventh-largest economy in the world if GDP for individual countries were included.

2.1.2 GROWTH OF GLOBAL FASHION INDUSTRY

Fashion industry is a billion-dollar global industry which is dedicated to the business of making and selling clothes. There are different opinions on distinguishing between the fashion industry-which makes 'high fashion' and the apparel industry which makes ordinary clothes or 'mass fashion'. The fashion industry encompasses the design, manufacturing, distribution, marketing, retailing, advertising and promotion of all types of apparel (men's, women's and children's). Sometimes the broader term "fashion Industries" is used to refer to myriad industries and services of the modern age. Its growth has been expanded horizontally and vertically globally. It plays a pivotal role in developing a country's economy in terms of revenue generation and creation of employment. The industry is undergoing some changes due to global sourcing and high level of price competition.

Apparel manufacturers now concentrate more on the marketing and branding their products. There is a need for sincere effort to promote a branded product as the consumer trends nowadays is creasing for buying branded items. Some firms are trying to merge with other firms to stay in the competitive market. Some other firms, apart from production are functioning like warehousing, entering the retail market etc. Computer aided design system have also been helpful in circulating new and latest fashion across the globe. These advancements in technology and flexible strategies of the apparel industries enable them to meet the growing competition and offer fashionable garments at an acceptable cost.

The global fashion industry produces more than 100 to 150 billion items of clothing per year. The number of garments produced annually has doubled since 2000 and exceeded 100 billion for the first time in 2014. Number of apparel units purchased per country in 2017: China (40 billion units), the US (17 billion), India (6 billion), Japan (3.3 billion), Brazil (2.3 billion), Germany (2.2 billion), UK (2.1 billion), Russia (2 billion), France (1.5 billion) and Italy (1.3 billion). The rest of the world consumed 26 billion units in 2017.

The rise of the Internet has impacted all parts of the fashion industry, not just the selling end of the industry. In addition to blurring the distinction between company and consumer, it also plays a part in supply chains, advertising, communications, brand recognition, etc. Social media platforms are now crucial for predicting and deciding future trends as well as for the sale of clothing. In the fashion industry, social media platforms like Instagram and TikTok are becoming more and more important, especially when it comes to identifying and sharing trends and in-demand items. Statista estimates that the online clothing and apparel industry will reach a value of 1.2 trillion U.S. dollars by 2025, Research and Markets expects the e-commerce fashion industry will grow to \$1.1 trillion dollars in 2026.

Bloggers and other influencers may promote things, but they can also be used by "Fashion Forecasters" who scan Instagram, other social media platforms, and street-style blogs to predict what will be popular next. Social media companies like Pinterest through their Pinterest Predicts report, are also using their internal access to understand the trends as they are manifesting within the platform.

While the concept of fast fashion has developed over decades particularly with the advances brought on by the Industrial Revolution, today "Fast Fashion" is a term used by retailers for designs that move quickly from the catwalk to the store in order to capture current fashion trends as opposed to waiting for it to filter down via the traditional fashion cycle. Sometimes it is referred to as "cheap and trendy" and covers the entire lifecycle from design to creation, and marketing of fashion. Some brands in this market like H&M and Zara have a strong bricks-and-mortar presence while others like Shein (and Romwe) are online only.

But the industry life-cycle has sped up even faster. Now ultra-fast fashion featuring brands like Asos, Boohoo, Fashion Nova, and Shein (and its sister company Romwe) have begun to

dominate the fashion ecosystem. They are able to capitalize on faster changing trends and viral sensations but bring concerns about sustainability and ethical practices.

In 2021, the top-visited websites for purchasing apparel online were reportedly Amazon and Shein. Asos also topped the popularity chart in the UK, while Target closely followed Amazon in the US.

The fashion industry has four stages, according to *The Dynamics of Fashion*. Following the secondary level of fashion items manufacturing by designers, manufacturers, distributors, and vendors is the primary level, which entails the production of raw materials (textile production). The retail level encompasses all varieties of stores and points of distribution, and the auxiliary level, which connects the other levels through advertising, research firms, and fashion forecasters, is crucial to the flow of goods to consumers.

The global apparel market size is expected to reach US\$ 2.6 trillion in 2025 with a projected growth rate of 4 per cent. The major growth contribution in the global apparel market will be from developing economies i.e. China and India, both countries' growth rate projected in double digits. China will become the largest market followed by India by 2025. A large demand with increasing spending of people in these countries will contribute an additional about 500 billion in the global apparel industry by 2025. The combined apparel market size of China and India will be higher (US \$ 795 bn) than the expected combined market size of EU and USA (US \$ 775 bn) by 2025.

2.1.3 GROWTH OF FASHION INDUSTRY IN INDIA

India is the world's second-largest producer of textiles and garments. It is also the fifth-largest exporter of textiles spanning apparel, home and technical products. The textiles and apparel industry contribute 2.3% to the country's GDP, 13% to industrial production and 12% to exports. Around 45 million people are working in the textile business, including 3.5 million people who work on handlooms. The Indian textile and apparel industry is expected to grow at 10% CAGR from 2019-20 to reach US\$ 190 billion by 2025-26. The Indian apparel market stood at US\$ 40 billion in 2020 and is expected to reach US\$ 135 billion by 2025.

India enjoys a comparative advantage in terms of skilled manpower and in cost of production relative to other major textile producers. India's textile and apparel exports (including handicrafts) stood at US\$ 44.4 billion in FY22, a 41% increase YoY. Exports of readymade garments including cotton accessories stood at US\$ 6.19 billion in FY22. India's ready-made garment (RMG) exports are likely to surpass US\$ 30 billion by 2027, growing at a CAGR of 12-13%.

The rich cultural background, traditions, elegance, and vibrancy of Indian fashion are well-known. When Indians wear traditional clothing, these traits are expressed. It emphasises the grace and subtlety that have endured for years. It has evolved over time, yet it is still more than just cosy, sophisticated, and beautiful. Indians are not immune to embracing Western and other trends as modernization sweeps the globe, but one thing is certain: no matter how far away they may dwell, Indians never lose touch with their roots.

The fashion industry in India has been steadily improving since the turn of the twenty-first century. When women acquired independence, clothing such as jeans, slacks, t-shirts, short dresses, and daring ensembles became more widely available. The manner that women now dress in sarees and blouses makes this change much more obvious. Over traditional blouse styles, women choose sleeveless, puffed sleeve, halter-neck, and back-button blouses. Nowadays, men dress in t-shirts, shirts, slacks, jeans, shorts, etc. The top national brands of the present day are Van Heusen, Allen Solly, Raymonds, Louis Philipe, Arrow, Charagh Din, and so forth. The growing demand for denim is driving growth in the branded clothes sector. Many foreign denim brands have entered the Indian market, including Seven Jeans, Pepe Jeans, Levi Lee, and others.

Myntra ranked number 1 and is the most visited Fashion and Apparel website in India in January 2023, followed by Ajio as the runner up, and Nykaafashion ranking at 3rd place as the leaders of the Fashion and Apparel websites in India. Closing off the top 5 Fashion and Apparel websites ranking list in India are URBANIC ranked in 4th place, and Adidas at the last position for January 2023.

From April 2000-December 2021, the industry (including dyed and printed) attracted Foreign Direct Investment (FDI) worth US\$ 3.93 billion. The textile industry has been very beneficial for India's economy. Since India does a worldwide trade of clothing and textiles, the GDP of

India has really boosted which has brought a huge amount of revenue to India. The driving force for growth rate as compared to previous years is organised retail and e-commerce, focus on end user demands, large and growing domestic market. Thus the role of the fashion industry in the Indian economy is significantly important and it contributes in all aspects to the economy. There are various sectors that play role in India's Economy and textile is one that is doing well so as to become a developed nation in terms of Economy. It is an important asset for the Indian Economy.

2.2 COMPANY PROFILE

URBANIC is an emerging London predicated fashion brand engendering and bringing distinct styles that sustain the conception of inclusivity with presence in India, Latin America, and The Middle East. URBANIC is the preferred fashion destination of the young, trendy, and stylish. From providing accessibility to sartorial European fashion to homegrown street styles, URBANIC works with thousands of influencers championing the narratives of inclusivity, diversity, body positivity through their distinct styles of dressing and enabling women to be au courant with sundry trends at affordable prices at the click of a button. URBANIC App was launched in Indian Markets in 2017-18 has been an Instant Hit with over 1 million downloads on Google Play stores.

URBANIC sustains the idea of inclusivity and sustainability via advanced technology. Today, URBANIC remains independent and dedicated to upgrading the lives of individuals, aimed at better beautifying consumers with their inhouse data science and AI technologies. Moving towards a plenary developed AI space and bringing incipient styles and trends each day to keep up with the ever-transmuting fashion needs.

2.2.1 COMPETITORS

The major competitors of URBANIC are as follows

- I. **Nykaa fashion** - Nykaa is an Indian e-commerce company, founded by Falguni Nayar in 2012 and headquartered in Mumbai. It sells beauty, wellness and fashion products across websites, mobile apps and 100+ offline stores.

- II. **Myntra** - Myntra is a major Indian fashion e-commerce company headquartered in Bengaluru, India. Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalised gift items.
- III. **Forever21** - Forever 21 is a multinational fast fashion retailer headquartered in Los Angeles, California, United States. Originally founded as the store 'Fashion 21' in Highland Park, Los Angeles in 1984, it is currently operated by Authentic Brands Group and Simon Property Group, with about 540 outlets. The company sells accessories, beauty products, home goods, and clothing for women, men and children, and is considered an epitome of the fast fashion industry due to its fashionable and trendy offerings with very low pricing.
- IV. **Bonkers corner** - Based in Mumbai, Bonkers Corner is a home-grown online brand. Deriving inspiration from varied genres of art, music, movies, gaming, pop culture and more, the brand offers an extensive assortment of oversized tees, joggers, sweatshirts & hoodies, Co-Ord Sets and so much more to both men and women, often coming out with unisex collections as well.
- V. **Ajio** - Reliance Retail's digital commerce project, AJIO, is a fashion and leisure brand. It is the ultimate destination for hand-picked, current fashions at the greatest prices available.
- VI. **Meesho** - Meesho is an Indian social commerce platform that allows users to resell products using their social networks. It was established in 2015 by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal. The founders said "Meesho" stands for "Meri shop" or apni dukaan.

2.3 PRODUCT PROFILE

A. Jewellery

- Necklaces
- Rings
- Bracelets
- Body Jewellery
- Jewellery Sets

B. Accessories

- Bags
- Tech
- Socks and tights
- Hats

- Scarves and ties
- Glasses

C. Clothes

1. Tops

- Tshirts
- Vests
- Blouses
- Shirts
- Coats
- Sweaters and cardigans
- Jackets and blazers

2. Bottoms

- Jeans
- Pants and leggings
- Shorts
- Skirt

3. Denim

- Jeans
- Jackets
- Shorts
- Skirts

4. Sports

- Leggings
- Pants
- Hoodies and sweatshirts
- Bras
- Tshirts and tops
- Suits and jumpsuits
- Shorts and skirts
- Sports ACC
- Swimwear

5. Lingerie

- Pyjamas
- Lingerie

6. Co-ords

- Two-piece
- Jumpsuits

CHAPTER THREE
ANALYSIS AND
INTERPRETATION

3.1 DEMOGRAPHIC CHARACTERISTICS

3.1(a) Demographics of Respondents

Demographic Characteristics		Number of respondents	Percentage
Gender	Male	12	13.2
	Female	79	86.8
Age	15 – 25 years	74	81.3
	26 - 35 years	10	11.0
	36 - 45 years	4	4.4
	45+years	3	3.3
Occupation	Student	68	74.7
	Employed	17	18.7
	Unemployed	6	6.6

3.2 Test of difference between gender and online shopping

A t-test is an inferential statistic used to determine if there is a significant difference between the means of two groups and how they are related.

Table 3.2(a) shows the difference in frequency of using online shopping with respect to gender.

		Levene's Test for Equality of Variances		t	df	Sig. (2-tailed)
		F	Sig.			
How often do you do online shopping?	Equal variances assumed	.808	.371	.833	89	.407
	Equal variances not assumed			.830	14.514	.420

The independent sample t-test proves that there is no difference in frequency of online shopping with respect to gender of respondents, because in table 3.2(a) shows that p -value is less than 0.5 for both variables.

H1: There is a difference in the frequency of online shopping with respect to the gender of respondents.	REJECTED
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Table 3.3 Analysis on comparison of mean on the reason for online shopping.

Table 3.3(a) Analysis on comparison of mean on the reason for online shopping.

	N	Minimum	Maximum	Mean	Std. Deviation
easeofaccessmean	91	1.00	5.00	4.6703	.63342
meaneasypayment	91	1.00	5.00	4.3077	.95093
widerangeproductsmean	91	1.00	5.00	4.6374	.65856
nohiddencostmean	91	1.00	5.00	4.0110	.93683
Valid N (listwise)	91				

Table 3.3(a) shows that respondents choose online shopping primarily due to ease of access (mean=4.67).

H2: People use online shopping due to ease of access.	ACCEPTED
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Table 3.4 Test of difference in preference of UPI payments during internet shopping with respect to gender.

Table 3.4(a) Test of difference in preference of UPI payments during internet shopping with respect to gender.

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
How do you make the payments during Internet Shopping? [UPI]	Equal variances assumed	17.313	.000	1.754	89	.083
	Equal variances not assumed			3.081	33.472	.004

Even though comparison of means shows that there is not much difference in preference of UPI payments between genders. The independent sample t-test in Table 3.4(a) shows that there is a difference in preference of UPI payments during internet shopping with respect to gender.

H3: There is a difference in preference of UPI payments between genders	ACCEPTED
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Table 3.5 Relationship between age and recommendation of Urbanic to others.

Table 3.5(a) Relationship between age and recommendation of Urbanic to others.

		What is your age?	Would you recommend URBANIC to others?
What is your age?	Pearson Correlation	1	.131
	Sig. (2-tailed)		.215
	N	91	91
Would you recommend URBANIC to others?	Pearson Correlation	.131	1
	Sig. (2-tailed)	.215	
	N	91	91

Table 3.5(a) establishes evidence that the factors age and customer recommending URBANIC have no relationship as the p -value is more than 0.05.

H4: There is relationship between age and recommendation of Urbanic to others.	REJECTED
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Table 3.6 Percentage analysis on the reason for preference of URBANIC than others.

Table 3.6(a) shows the percentage analysis on the reason for preference of URBANIC than others.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	1	1.1	1.1	1.1
1.	15	16.5	16.5	17.6
2.	30	33.0	33.0	50.5
3.	23	25.3	25.3	75.8
4.	2	2.2	2.2	78.0
5.	4	4.4	4.4	82.4
6.	16	17.6	17.6	100.0
Total	91	100.0	100.0	

Table 3.6(a) establishes that variable 2 has a high percentage (30%) i.e., Availability is the reason for choosing URBANIC.

H4: Availability is the primary reason for choosing URBANIC over others.	ACCEPTED
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Table 3.7 Difference in recommendation with respect to gender

A t-test is an inferential statistic used to determine if there is a significant difference between the means of two groups and how they are related.

Table 3.7(a) shows the difference in recommendation with respect to gender.

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
RECOMMENDurbanic	Equal variances assumed	6.724	.011	1.474	89	.144
	Equal variances not assumed			1.102	12.549	.291

The independent sample t-test in Table 3.7(a) shows that there is a difference in recommendation of URBANIC with respect to gender as $p < .05$.

Table 3.8 Difference in service satisfaction with respect to gender

Table 3.8(a) Difference in service satisfaction with respect to gender

A t-test is an inferential statistic used to determine if there is a significant difference between the means of two groups and how they are related.

		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
RATINGurbanic	Equal variances assumed	.385	.537	-0.791	89	.431
	Equal variances not assumed			-0.772	14.309	.453

Table 3.8(a) shows the difference in service satisfaction with respect to gender.

The independent sample t-test in Table 3.8(a) shows that there is no significant difference in service satisfaction of URBANIC with respect to gender as $p > .05$.

CHAPTER 4

SUMMARY OF FINDINGS,

SUGGESTIONS AND

CONCLUSION

4.1 LIST OF FINDINGS

- I. Table 3.1 shows the demographic details of the respondents.
- II. Table 3.2(a) shows that there is no difference in gender preference for Online shopping, because in table 3.2.a shows that p-value is less than 0.5 for both variables.
- III. Table 3.3(a) Analysis on comparison of mean ease of access (4.6703) is the primary reason for using online shopping.
- IV. Table 3.4(a) There is a difference in gender preference for UPI as the significance value of 0.000.
- V. Table 3.5(a) establishes evidence that the factors age and customer recommending URBANIC have no relationship as the p-value is more than 0.05.
- VI. Table 3.6(a) establishes that variable 2 has a high percentage i.e., Availability is the reason for choosing URBANIC.
- VII. Table 3.7(a) shows the difference in recommendation with respect to gender.
- VIII. Table 3.8(a) shows the difference in service satisfaction with respect to gender.
- IX. From the study, it is found that URBANIC's customer satisfaction is above average. And 88% of the respondents would recommend URBANIC to their friends and family. This indicates that the customers are satisfied with the service they receive from URBANIC. The study also found that 65.2% of the customers were satisfied with the overall experience they had at URBANIC. Additionally, those who took part in the survey indicated that they were happy with their overall cost of using URBANIC. Overall, it is evident that URBANIC has a high level of customer satisfaction.

4.2 SUGGESTIONS

- I. Online shopping is a popular way to purchase goods and services. It is convenient, fast, and often delivers great value. But it's important to consider other factors when choosing an online shopping platform. For example, it's important to look for a platform that offers a variety of payment options, so you can pay with a credit card or other method without extra fees. Also, it's important to look for platforms that offer great customer support, as you may need help with a product or question at any time. Finally, it's important to look for platforms with good product descriptions and reviews, so you can make informed decisions about what you buy. Overall, online shopping has become a valuable part of our daily lives. So it's important to find the right platform for you, based on your needs and preferences.
- II. It is evident from the analysis that respondents prefer using URBANIC as an apparel website due to its availability. However, the website could improve by focusing on various other factors such as fast delivery, affordability of products, after sales services, and easy payment methods. These factors are important for ensuring that customers have a seamless shopping experience. Additionally, app features such as mobile-friendly navigation and personalized recommendations could help drive more repeat business for URBANIC.

4.3 CONCLUSION

The issue was investigated from the viewpoint of the consumers indulging in online shopping in Kochi. The variables such as fast delivery , affordability of products , after sales services and easy payments were examined in this study .This was done to understand the relationship between the variables and customer satisfaction on using URBANIC, an online shopping store .Through this study it was able to understand that URBANIC's Global availability is one main reasons for customer satisfaction among Urbanic users. It is found that URBANIC's customer satisfaction is above average and would recommend URBANIC to their friends and family. The customers are satisfied with the service they receive from URBANIC and were happy with their overall cost of using URBANIC. The URBANIC website might be made better by emphasising other features like quick delivery, affordable prices, after-sales services, and simple payment options. To guarantee that clients enjoy a flawless purchasing experience, these factors are crucial. In addition to offering competitive pricing and reliable delivery times, the platform should provide helpful customer support and tutorials to help with any issues or questions. Ultimately, a smooth and seamless shopping experience is essential for creating loyal customers and retaining them.

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ANNEXURE
QUESTIONNAIRE

1. What is your gender?

- Male
- Female
- Other _____

2. What is your age?

- 15 - 25 years old
- 26 - 35 years old
- 36 - 45 years old
- 45+

3. Occupation of respondent

- Student
- Employed
- Unemployed

4. Have you heard about online shopping?

- Yes
- No

5. If you do shop online, what is your reason for online shopping?

	Very Important	Important	Neutral	Not Important	Least Important
Easy Payment					
No Hidden Cost					
Wide Range of Product					
Ease of access					

6. How often do you do online shopping?

- Extremely often
- Quite often
- Moderately often
- Slightly often
- Not at all

7. How do you make the payments during Internet Shopping (Preferred payment mode)?

	Very likely	Likely	Neutral	Unlikely	Very Unlikely
Credit card / Debit Card					
Cash on Delivery					
Internet Banking					
UPI					

8. Have you heard of the brand URBANIC?

- Yes
- No

9. How Far do you agree with the following statements? (How did you hear about URBANIC?)

	1 (strongly disagree)	2	3	4	5 (strongly agreed)
I have friends who referred URBANIC to me					
I have seen the ad on TV/ newspaper					
I got the link from other websites					
I got promotional emails					
Through Search engine (Google)					

10. How frequently do you use URBANIC?

- Every time
- Occasionally
- Most of the time
- Hardly ever

11. Why do you prefer using URBANIC than others?

- Fast delivery
- Availability
- Affordability
- After sales services
- Easy payment option
- App features

12. On what basis do you choose a product?

- Rating of the product
- Discount and features
- Review about the product

13. How would you rate URBANIC's services?

- Excellent
- Good
- Average
- Below average
- Poor

14. What are the issues you face while shopping at URBANIC?

- Out of stock
- Payment issues
- Replacement issues
- Delay in delivery

- Faulty product
- No issues
- Others

15. Would you recommend URBANIC to others?

- Yes
- No