International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

A Comparative Analysis of Customer Satisfaction Towards Women's Online Fashion Shopping: A Study of Myntra and AJIO

Keerthana S
BMS College of Commerce and Management | keerthanaks271@gmail.com

Abstract - Online fashion marketplaces allow consumers to browse styles, compare prices and order clothing without visiting physical stores, but satisfaction depends on product quality, fit, delivery, returns and app usability. This study compares women consumers' perceptions of Myntra and AJIO using 107 questionnaire responses supplied for the project. The analysis is organised around three objectives: assessing satisfaction and service experience; comparing perceived value, usability and fashion assortment; and examining the role of digital marketing and brand engagement. Descriptive statistics show that Myntra is the most commonly used platform (49 of 106 valid responses, 46.2%) and is more frequently selected for value for money, ease of use, variety and trend awareness. However, mean overall satisfaction ratings are very close: 3.34 out of 5 for Myntra and 3.36 for AJIO among valid ratings. Product quality is the most frequently reported concern (48 respondents), followed by sizing (25). A majority report at least occasional app glitches, while 52 respondents say a smoother app would encourage them to shop more often. Influencer promotions have prompted product discovery for a substantial share of respondents, especially through Myntra. The results suggest that platform preference and overall satisfaction are not identical: Myntra performs more strongly on several comparative perceptions, while average satisfaction ratings are almost equal. Findings are descriptive and should be interpreted in light of the sample's demographic concentration and self-reported responses.

Keywords: *Customer satisfaction; women consumers; online fashion; Myntra; AJIO; e-commerce; digital marketing.*

INTRODUCTION

Online fashion shopping has changed how consumers discover, evaluate and purchase clothing. Digital marketplaces provide broad catalogues, product filters, customer reviews, promotional offers and home delivery. These features reduce the effort required to compare alternatives, but they also create uncertainty because consumers cannot physically inspect fabric, test fit or verify colour before purchase. The delivered

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

product may differ from its online presentation, and the convenience of ordering can be undermined by sizing problems, delivery delays or difficult return processes.

Customer satisfaction is therefore shaped by more than price alone. It can reflect the reliability of product information, perceived value, fulfilment, customer support, ease of navigation and confidence in the platform. In fashion retail, these factors matter together: an attractive discount may encourage an order, but a poor fit or disappointing quality can reduce satisfaction and future purchase intention.

This paper compares consumer perceptions of Myntra and AJIO, two prominent online fashion shopping platforms in India. It uses the project survey dataset as the primary source and reports descriptive findings without claiming that the sample represents all women shoppers. The paper is written specifically for this dataset and does not reproduce the wording or analysis of the example paper supplied for formatting reference.

REVIEW OF LITERATURE

Research on electronic retailing identifies service quality and the shopping experience as important components of online customer evaluation. Wolfinbarger and Gilly (2003) developed an e-tail quality framework that emphasises website design, fulfilment/reliability, privacy and customer service. These dimensions align with issues raised in the present questionnaire, including app usability, delivery performance, product quality and returns.

Parasuraman, Zeithaml and Malhotra (2005) proposed E-S-QUAL to assess electronic service quality, with dimensions such as efficiency, fulfilment, system availability and privacy. Their work supports the idea that a digital retail platform must function reliably as well as provide an easy interface. In the present survey, app glitches and the perceived usefulness of filters offer practical indicators of the digital shopping experience, although they are not a validated E-S-QUAL scale.

Anderson and Srinivasan (2003) examined e-satisfaction and e-loyalty, showing that satisfaction is relevant to consumers' continuing relationship with online firms. For fashion marketplaces, satisfaction may be influenced by the entire transaction journey rather than any single feature. The current study applies these broad ideas to a platform comparison and treats the questionnaire responses as exploratory descriptive evidence.

The reviewed studies provide conceptual grounding rather than direct evidence about Myntra or AJIO. This study's contribution is a focused comparison of the perceptions captured in the supplied survey, including product and fit concerns, platform usability, assortment, promotional influence and brand recall.

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

Objectives of the Study

The study is guided by the following two objectives:

1. To identify the common problems faced by customers while shopping for women's clothing on Myntra and AJIO.
2. To compare the level of customer satisfaction towards women's online fashion shopping on Myntra and AJIO.

RESEARCH METHODOLOGY

Research design and data source

The study adopts a descriptive, survey-based research design. The supplied CSV contains 107 questionnaire submissions recorded in September 2026. The questionnaire covers demographic characteristics, shopping platform preference, product-related issues, satisfaction ratings, delivery, refund experience, app usability, assortment and marketing. The analysis uses the responses in the file and does not add or impute missing answers.

Sample and analysis

The dataset includes 107 records. Valid response counts differ by question because a small number of answers are missing. Frequencies and percentages are used for categorical questions, and arithmetic means are used for the 1–5 overall satisfaction ratings. Percentages in individual tables are calculated using the valid responses for that question. Results are interpreted descriptively; no statistical significance or causal relationship is claimed.

Scope and limitations

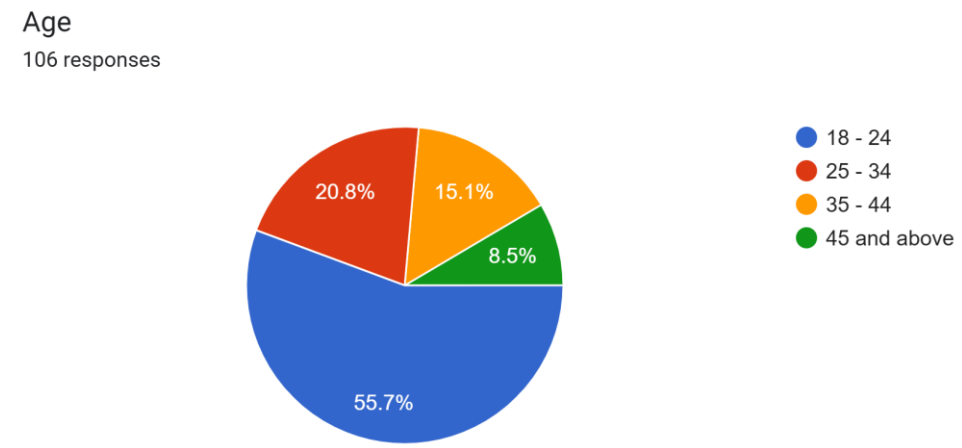
The analysis is limited to the supplied survey and its wording. The dataset does not establish a probability sampling method, geographic representativeness or a validated measurement scale. Some respondents may have limited experience with one platform, and self-reported perceptions may be affected by recall. Accordingly, results should be understood as the views of these respondents, not estimates for the entire population of women online shoppers.

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

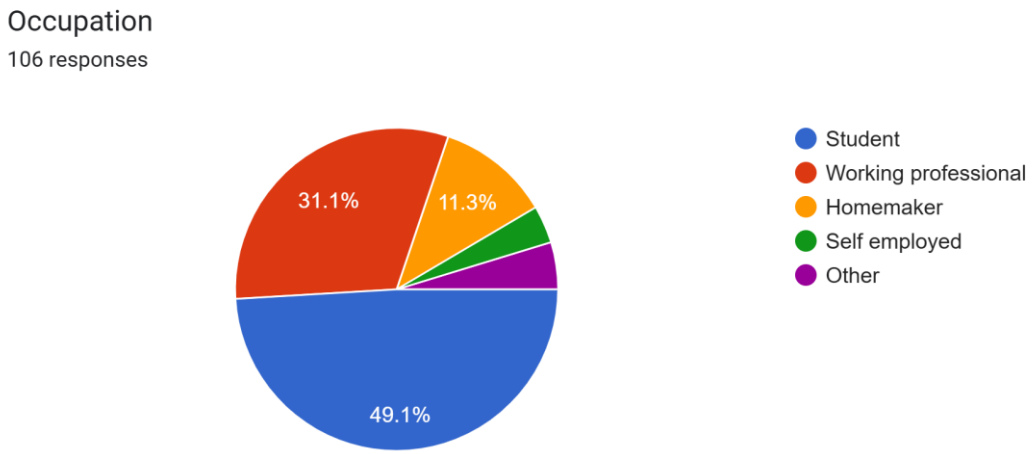
International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

DATA ANALYSIS AND FINDINGS

Respondent profile



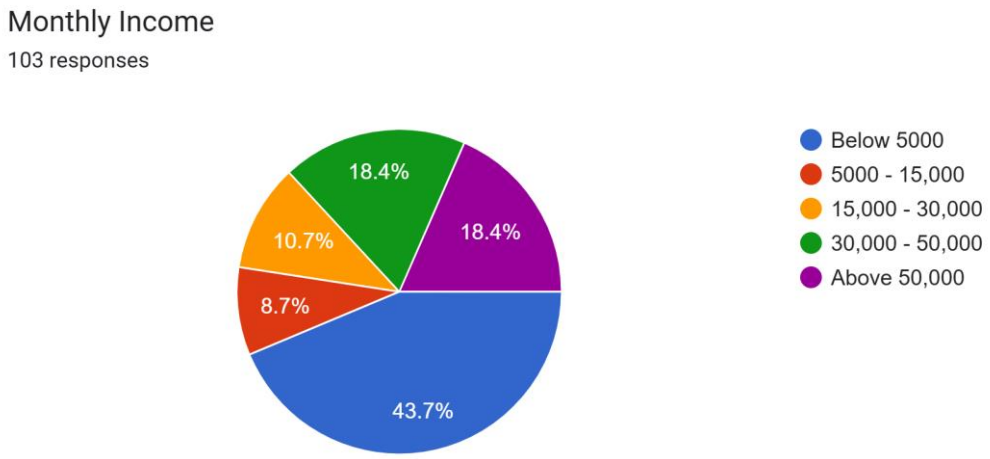
Age: The majority of respondents (55.7%) belong to the 18–24 age group, followed by 20.8% aged 25–34, 15.1% aged 35–44, and 8.5% aged 45 and above. This indicates that most respondents are young adults.



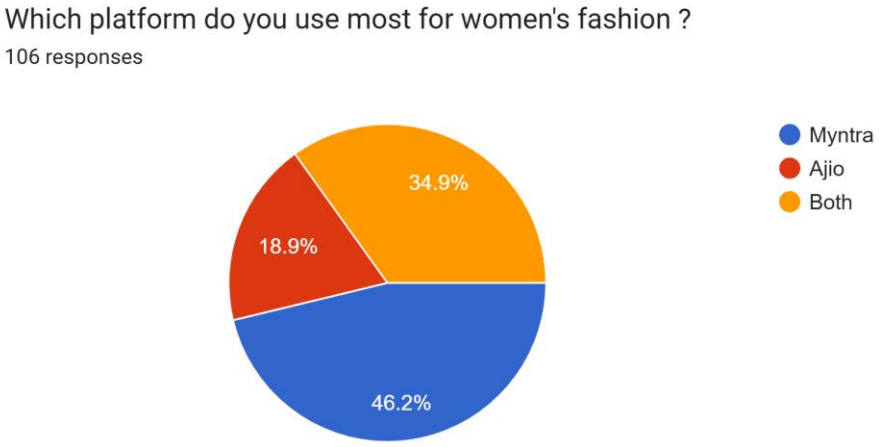
Occupation: Students form the largest group of respondents at 49.1%, followed by working professionals at 31.1% and homemakers at 11.3%. The remaining respondents are self-employed or belong to other occupations, indicating participation from different professional backgrounds.

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026



Monthly Income: The majority of respondents (43.7%) have a monthly income below ₹5,000, while 18.4% each earn ₹30,000–₹50,000 and above ₹50,000. This shows that respondents belong to different income groups.

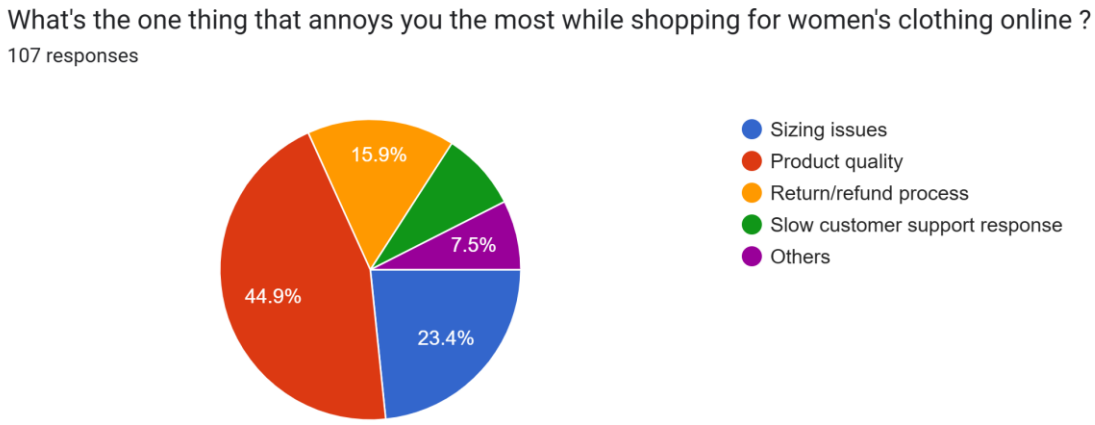


Preferred Shopping Platform: Myntra is the most preferred platform, chosen by 46.2% of respondents, followed by 34.9% who use both Myntra and AJIO, while 18.9% prefer AJIO. This indicates that Myntra has a higher individual preference among the respondents.

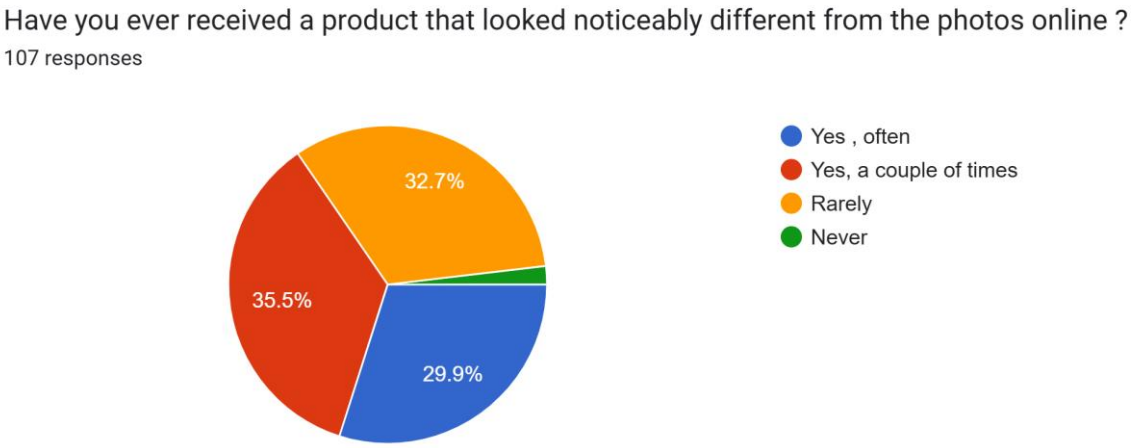
(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

Objective 1: Common problems and service issues

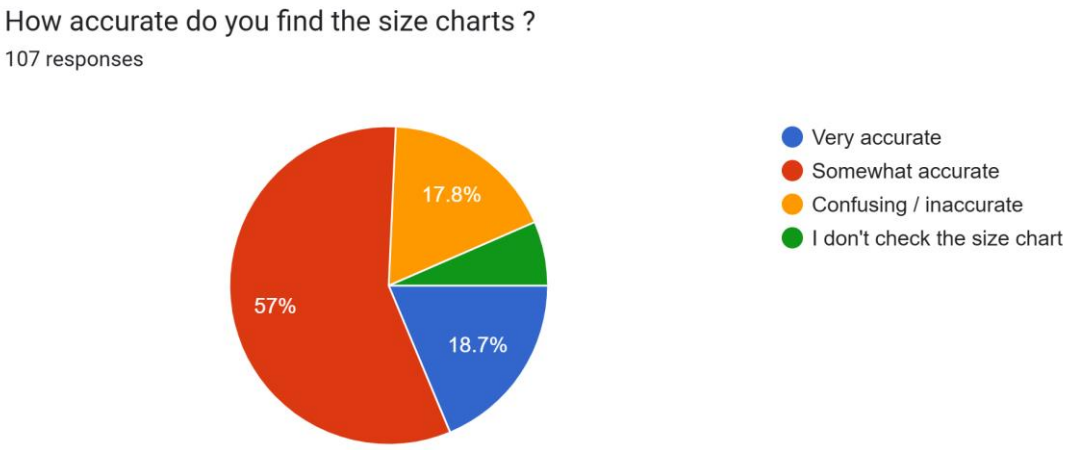


The most frequently reported problem in online women's clothing shopping is product quality, selected by 48 respondents (44.9% of valid answers). Sizing issues are next (25; 23.4%), followed by return/refund processes (17; 15.9%). This pattern suggests that the product received and the fit of the garment are central pain points, even when ordering is convenient.

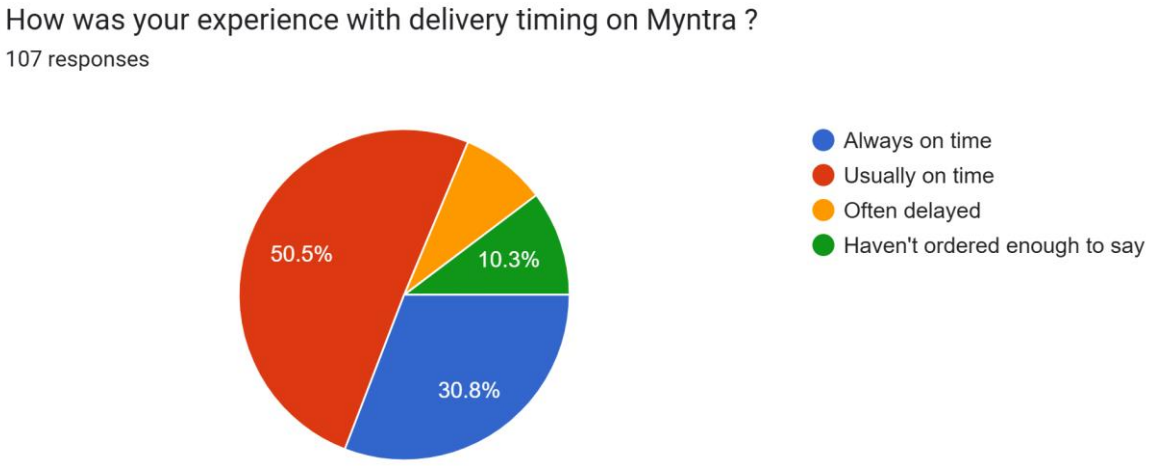


(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

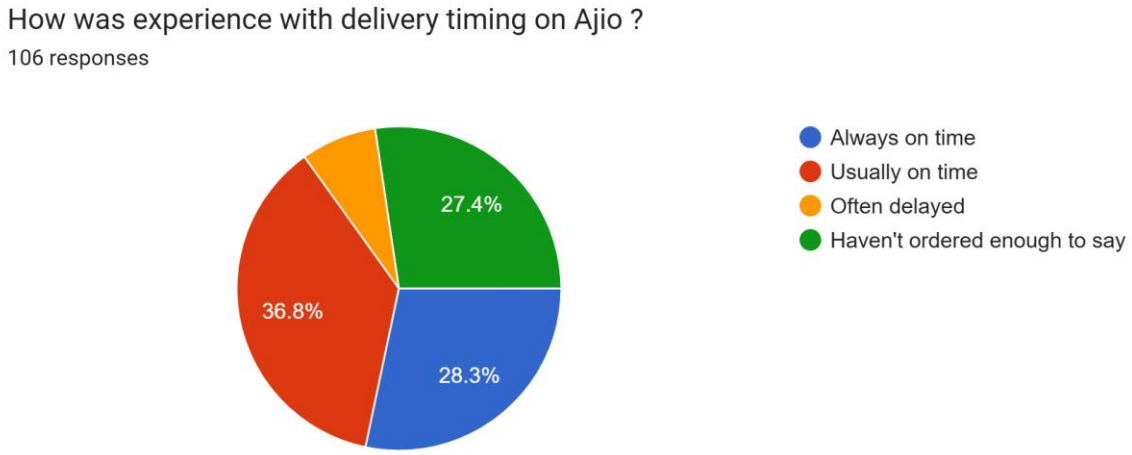


Responses about product images also show room for improvement: 38 respondents say the product has looked noticeably different from its online photos a couple of times, while 32 say this has happened often. Only two report that it has never happened. Size charts are more often described as somewhat accurate (61 responses) than very accurate (20), and 19 respondents consider them confusing or inaccurate.



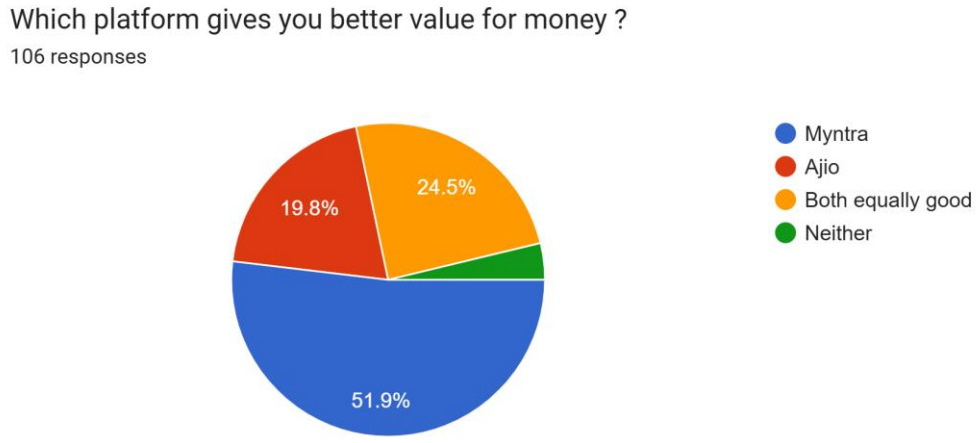
(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026



Delivery responses are generally favourable among respondents who have ordered from each platform. For Myntra, 33 respondents report that delivery is always on time and 54 say usually on time. For AJIO, the corresponding counts are 30 and 39; however, 29 respondents say they have not ordered enough from AJIO to assess delivery. This difference in familiarity means that the raw counts should not be read as a direct performance test.

Objective 2: Comparative customer satisfaction and platform perceptions

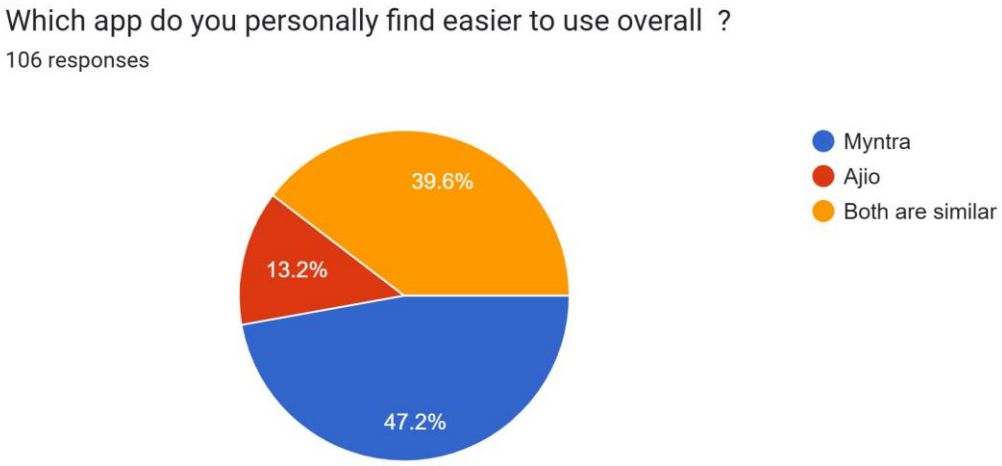


.

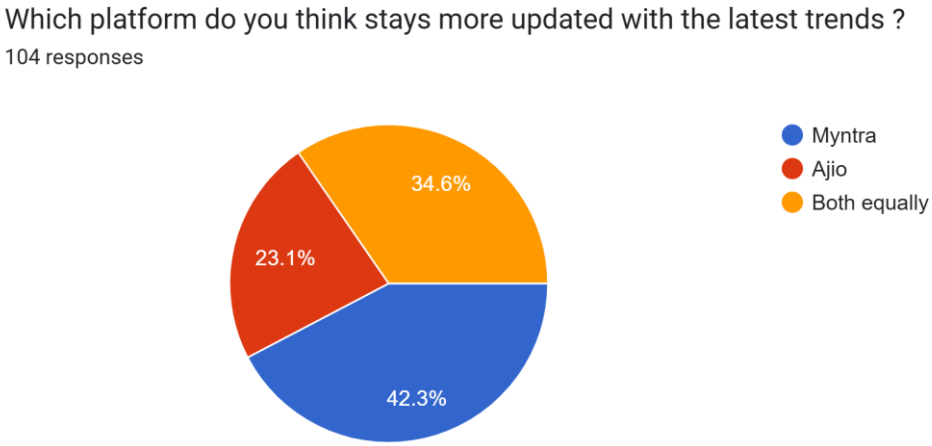
(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

Myntra leads significantly, with 51.9% of respondents considering it better for value. Meanwhile, 24.5% feel that both platforms are equally good, 19.8% favor Ajio, and a small minority (3.8%) selected neither.



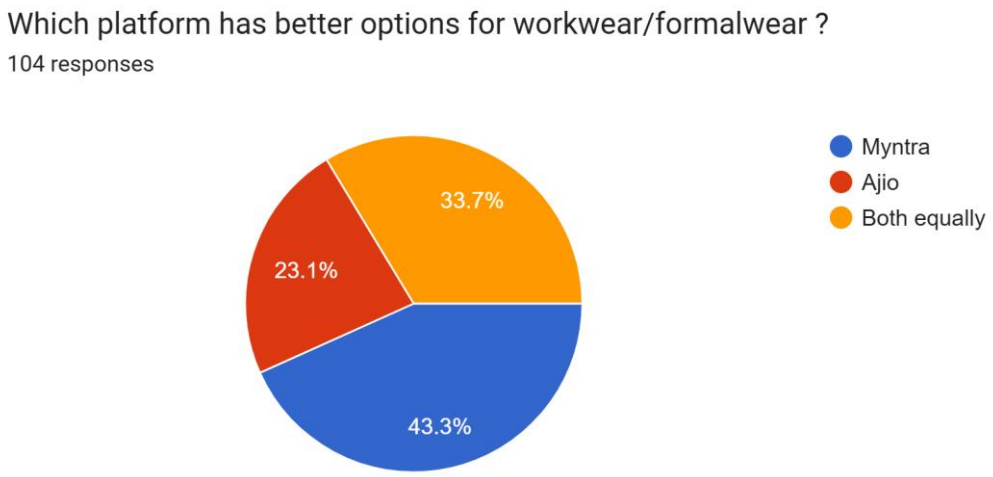
Myntra is preferred by 47.2% of users for its overall usability, closely followed by 39.6% who find both apps similar. Only 13.2% find Ajio easier to navigate.



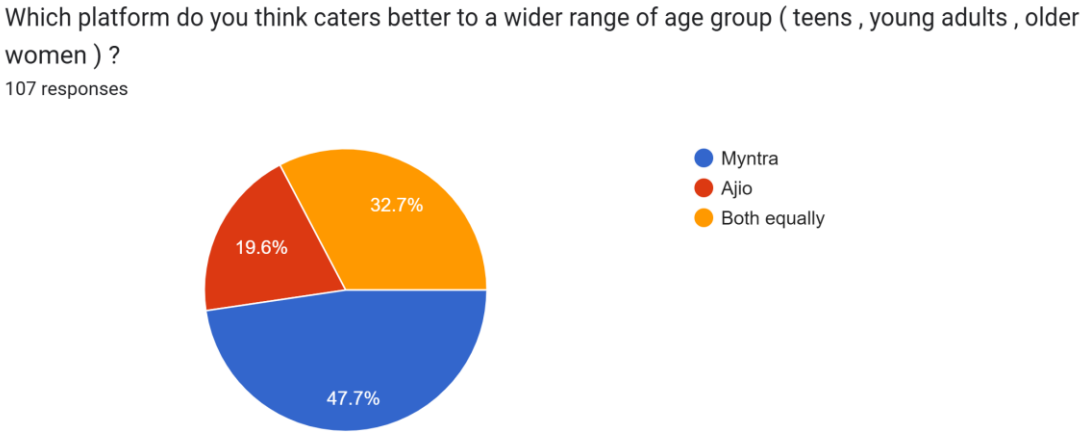
Myntra takes the lead with 42.3% of votes for staying on top of current trends. 34.6% believe both platforms are equally updated, while 23.1% lean towards Ajio.

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026



43.3% of respondents prefer Myntra for professional and formal attire. 33.7% feel both platforms offer equal options, and 23.1% favor Ajio



Myntra is perceived by 47.7% of respondents as catering to a broader demographic. 32.7% think both platforms cater equally well across age groups, whereas 19.6% favor Ajio.

DISCUSSION

Two main findings emerge from the descriptive results. First, product-related uncertainty is the most prominent reported problem: product quality is the leading annoyance, followed by sizing issues, while some respondents report differences between product photographs and delivered items. These results indicate that accurate product information and dependable fit guidance are important areas for improvement.

Second, overall satisfaction ratings are almost identical in this sample, with AJIO averaging 3.36 out of 5 and Myntra 3.34 out of 5. At the same time, respondents more often selected Myntra for value, ease of use and

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

fashion assortment. This suggests that stated platform preferences do not necessarily translate into a meaningful difference in average overall satisfaction.

The findings are broadly consistent with online service-quality research that treats usability, fulfilment and customer support as connected elements of the consumer experience (Wolfinbarger & Gilly, 2003; Parasuraman et al., 2005). They also reinforce the relevance of satisfaction to ongoing online relationships (Anderson & Srinivasan, 2003). Because this survey is exploratory and not a validated scale, the connection is conceptual rather than a formal test of those models.

RECOMMENDATIONS

- Improve product information: provide consistent colour representation, close-up fabric images, garment measurements and clear model-size references.
- Strengthen fit support: standardise size charts across brands, include fit guidance and use customer feedback to flag items that frequently run small or large.
- Make returns and refunds transparent: display eligibility, pickup timelines and refund status clearly, and provide accessible support when a return is delayed.
- Reduce app glitches and improve speed: test search, filters, cart and checkout across common devices; prioritise stability because many respondents report glitches.
- Maintain value clarity: explain discount conditions and final prices clearly, while ensuring that quality expectations align with product descriptions.
- Use influencer campaigns responsibly: connect promotional content to accurate product information and monitor whether promoted products satisfy customers after delivery.
- Measure experience continuously: review satisfaction separately from feature preference, and segment results by age, platform usage and prior purchase experience.

.REFERENCES

Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. Psychology & Marketing, 20(2)

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. Journal of Service Research, 7(3)

Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting etail quality. Journal of Retailing, 79(3)

Primary survey dataset. (2026). A comparative analysis of customer satisfaction towards women's online fashion shopping: A study of Myntra and AJIO [Unpublished questionnaire responses supplied

(This work is licensed under a Creative Commons Attribution 4.0 International License.)

International Journal of Engineering Research & Technology (IJERT)
ISSN: 2278-0181
Vol. 14, Issue 11, CONFLUENCE - 2026

for this study].

CONCLUSION

This study compared customer experiences with Myntra and AJIO using 107 questionnaire responses. The most frequently reported problem was product quality, followed by sizing issues and return/refund concerns. Respondents also reported occasional mismatches between product photographs and received items, highlighting the importance of clear descriptions, realistic images and reliable size guidance. Overall satisfaction was similar across the two platforms: AJIO recorded a mean of 3.36 out of 5 and Myntra 3.34 out of 5. Although Myntra was more frequently selected for value, app usability and assortment, the small difference in average satisfaction does not indicate a substantial gap in this sample.

Both platforms can improve the customer journey by strengthening product presentation, size and fit information, delivery communication, and the transparency of returns and refunds. Since the study uses a convenience survey and descriptive statistics, the findings should be interpreted as the views of these respondents rather than as representative estimates of all women online shoppers

(This work is licensed under a Creative Commons Attribution 4.0 International License.)