

Chapter-08

IMPACT OF CUSTOMER EXPERIENCE IN THE WOMEN'S FASHION INDUSTRY

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ABSTRACT

The purpose of this study of customer experience in the women's fashion sector, and I'll be conducting both exploratory and descriptive research. I received 39 comments from people who worked in the fashion sector as buyers. I use a questionnaire to gather responses. In my research, I discovered that the services and experience clients have while shopping for clothes and accessories in a retail store or on an internet site have a significant impact on their purchasing decisions. People's attention has changed away from pricing and quality and toward their purchasing experiences and expectations. In my research, I discovered that most individuals buy once a month since the obsession to keep up with fashion and look presentable at all times has taken hold in people's minds.

INTRODUCTION

Not only has the Internet had an impact on sales, but it has also had an impact on other aspects of the fashion industry. It affects the supply chain, advertising, communication, brand recognition, and other aspects of business, blurring the barriers between business and customers. Not only for fashion sales but also for anticipating and recognizing future trends, social media outlets have become crucial. Bloggers and other influencers can help sell things, but they can also utilize "fashion predictors" like Facebook, other social media channels, and street-style blogs to figure out the next move. The fashion industry is made up of a variety of small and specialized businesses.

The fashion industry is made up of a variety of small and specialized businesses. People frequently think about retail/online stores, design firms and brands, and design periodicals. In any case, there are a variety of artisans and clothes stores. There are people that make and sell textures and extras, but there are also florists, weavers, sewers/tailors, and a variety of other people. Models, beauticians, stylists, cosmetics specialists, model organizations,

photographic artists, and several more non-style organizations make up the larger design biological system when it comes to fashion shows and design promotion.

LITERATURE REVIEW

1. **Nicole Cunningham, Christine De Meyer:** Premium versus inexpensive clothes retailers:
 - **Citra Amelia:** Raising Customer Experience to Maintain Loyalty
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2. **Anagnoste, Isabelle Biclesanu, Claude chailan, Bianca Negoiasa:** Efficient Web Presence Solutions to Improve e-Fashion Customer Satisfaction
3. Changing Consumer and New Luxury Consumption Trends Require New Customer Experience
4. **Emma Nyberg: Experiential Marketing and Customer Experience:** How fashion retailers use in-store touch points to improve customer experience and interaction
5. Understanding Shopper Behaviour and Customer Experience Evaluation at Selected Reliance Retail Stores, by Ankit Kumar Sharma
6. **David Alfonso, Beltran Ramirez:** Balancing the balance of human-technology variables in the service interaction in physical commerce.
7. **Customer Experiences and the Impact of Store Atmosphere and Merchandise:** A Survey of Department Store Customers

8. **Exploring garment rental as a sustainable business model in the fashion industry:** Does contamination affect the consumer experience? Rebecca K. M. Clube, Mike Tennant
9. **Marta:** Fashion Shopping in Multichannel Retail: Technology's Role in Improving Customer Experience
10. **Stephen:** A repertory grid approach to the creation of an online purchasing experience.

RESEARCH OBJECTIVE

A wide range of small and specialized firms make up the fashion sector. Retail/online businesses, design firms and brands, and design publications are all common topics of conversation. In any case, there are numerous craftspeople and clothing stores to choose from. There are texture and extras makers and sellers, as well as florists, weavers, sewers/tailors, and a variety of other folks. When it comes to fashion shows and design promotion, the bigger design biological system includes models, beauticians, stylists, cosmetics specialists, model organizations, photography artists, and various other non-style organizations.

RESEARCH METHODOLOGY

This is an exploratory study that incorporated both primary and secondary data. To understand the impact on customer experience in the women's fashion sector, primary data is required, and secondary data has aided in collecting in-depth knowledge. A questionnaire was used to collect primary data, and 39 respondents responded over the course of ten days. Intentional sampling was used to pick samples, followed by snowball sampling, which is part of the stochastic sampling process. Secondary data is drawn from a variety of research papers, publications, and journals that have been properly cited. Frequency and cumulative frequency are two types of data analysis.

Frequency: The number of times an event occurs in an experiment or research is referred to as the frequency of the event in statistics.

Cumulative Frequency is the sum of the absolute frequencies of all events in an ordered sequence of events below a specific point.

Findings

1. Major Population prefer to do shopping in a month, whereas some people do shopping in a week or 6 months.
2. Majority of the population spend on their shopping around 2000 to 3000 and rest will spend according to their budget and needs.
3. People came to know about the trending clothing shops through the online advertisement mainly.
4. Most of people prefer buying clothes at retail shops rather than the online and departmental stores.
5. Is people submit their feedback to a clothing retail store 0 to 25 percentage feedback actually goes to someone who acts on it.
6. Most of the people don't follow any retail as the thought the information will not be helpful.
7. Most important factor for customer quality is the price of the good of the product and services they wish to avail.

Limitations

1. The basic data gathered may not accurately reflect all of the different clients.
2. Women were included in this study, and because the number of women over the age of 26 is so small, researchers have had difficulty enlisting them as participants.

3. The subject of the study seemed to be too sensitive to interview more about the participants' emotions.
4. The customer experience sectors are severely impacted by the unexpected growth in demand for high-end services.

CONCLUSION

By conducting this research, I was able to understand about what people think and what they observe while choosing a platform for shopping throughout their life. Because I targeted different age groups, I learned about the differences in what individuals of different ages desire, such as how one generation wants their garments to be recognized by a brand name. But, after all of my research, I've come to the conclusion that, in the fashion sector, the customer experience is now a must, since it is critical how a retailer shows its products and how he makes his consumers feel when spending money in his stores.

People from the previous generation would never consider buying clothes on a regular basis, whereas modern-day women do so every month, with the majority of the population who are spending more than Rs. 2000 every month. Because of the rising usage of internet platforms, more than 70% of people learn about new shops through online marketing, and as a result, billboard advertisements are deteriorating day by day.

By doing my poll, I discovered that the majority of individuals end up spending more money in a retail store because of the amenities they receive when shopping. As a result, they become happy, and as the well-known formula goes, you can make as much money as you want from happy consumers.