

TO STUDY ON EFFECT OF CUSTOMER SERVICES AND RATINGS ON PURCHASE INTENTIONS OF AJIO COMPANY

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ABSTRACT OF STUDY:

This study investigates how customer reviews and ratings affect the purchasing intentions of Ajio consumers, focusing on product quality, pricing, and customer service. Statistical analyses reveal that demographic factors, particularly age and occupation, influence purchasing decisions. Younger consumers (20-40 years) engage more with the platform. Customer reviews play a key role in building trust and satisfaction, impacting buying behavior. While significant correlations are found between demographics and preferences, caution is needed due to data limitations. The study emphasizes tailoring marketing strategies to demographic factors to improve sales and recommends further research with larger sample sizes.

Keywords: product quality, satisfaction, price, purchasing decision

INTRODUCTION OF THE STUDY:

Asia is a prominent Indian E-commerce platform, primarily focused on fashion and lifestyle products. launched in 2016 by reliance industries, It operates as a part of reliance retail. Which is known for its vast presence in the retail and consumer goods market. Mainly customer prefer ajio for several reasons primarily due to its strong focus on providing an exceptional shopping experience quality products and competitive pricing, purchasing intention refers to a consumer's likelihood or willingness to buy a product or services for Ajio understanding what drives customer's purchasing intentions is crucial to enhancing its sales strategies and customers various factors influence purchasing intention on Ajio ranging from the platform's user experience to the perceived value of its products and services.

STATEMENT OF PROBLEM:

In the current online retail market for ajio, which emphasizes fashions and lifestyle, understanding the impact of customer reviews and ratings on purchasing intentions is crucial. This study aims to explore how these reviews and ratings influence consumer decisions focusing on the factors of quality, quantity and price from the customers perspective the goal is to provide actionable insights to enhance ajio sales and improve customers engagement by examining how these elements affect prospective buyer's intentions to make purchase .

OBJECTIVES OF THE STUDY:

1. To examine the reviews and ratings of the Ajio company among customer.
2. To examine elements affecting prospective buyers intention to make purchase.
3. To examine the impact of customer service quality on purchase intentions of Ajio customers.
4. To identify any potential demographic or psychographic factors that influence the impact of customer services and ratings on purchase intentions.

REVIEW OF LITERATURE:

Maharani (2023) this study investigates the impact of customer or reviews and online ratings on consumers purchase intensions, focusing on the mediating effect or word of mouth (WOM). customer reviews and ratings have become critical in shaping buyer perceptions ,often serving as a substitute for firsthand experience . The research explores how WOM, driven by online reviews, can enhance or

diminish purchase intentions by influencing trust and perceived product quality. By examining these dynamics, the study aims to uncover the extent to which reviews and ratings drive buying decision, positioning WOM as a significant mediator in the decision-making process.

Andi Afrizal (2023) using a sample of 100 people through probability sampling, the study considers online reviews (X1), ratings (X2), trust (Y2) as variables. Data was collected through questionnaires and analyzed with smartPLS 3.+. The results indicate that while reviews and ratings influence purchase interest, they do not significantly increase customer trust. Indirectly, reviews do not impact purchase interest via trust, but ratings positively affect purchase interest.

PERCENTAGE

CATAGORIES	VARIENTS	NO OF RESPONDENTS	PERCENTAGE
AGE	Less than 20	39	39%
	20-40	53	53%
	40-60	6	6%
	Above 60	2	2%
GENDER	Male	51	51%
	Female	49	49%
GEOGRAPICAL AREA	Urban	75	75%
	Rural	25	25%
MONTHLY INCOME	Below 10000	41	41%
	10000 - 20000	30	30%
	20000 - 30000	18	18%
	Above 30000	11	11%
MARITAL STATUS	Married	27	27%
	Unmarried	73	73%
FAMILY TYPE	Joint family	43	43%
	Nuclear family	57	57%
OCCUPATION	Employee	32	32%
	Business	26	26%
	Professional	12	12%
	Others	30	30%

SOURCE: Primary data

The survey provides valuable demographic insights about the respondents. The majority of respondents (53%) are between the ages of 20 and 40, followed by 39% who are younger than 20. A smaller portion (6%) are in the 40-60 age range, and just 2 % are over 60 years old. The gender distribution is nearly equal, with 51% male and 49% female participants. In terms of location, 75% of respondents reside in urban areas, while 25% live in rural regions. Regarding monthly income, 41% of participants earn less than 10,000, while 30% earn between 10,000 and 20,000. A smaller segment (18%) earns between 20,000 and 30,000, and 11% earn more than 30,000. Most respondents (73%) are unmarried, while 27% are married. In terms of family structure, 57% come from nuclear families, and 43% belong to joint families. Finally, when it comes to employment, 32% are employees, 30% are engaged in other forms of work, 26% are business owners, and 12% work as professionals. This profile highlights a young, predominantly urban, unmarried group with diverse occupations.

ANOVA:

Source of Variation	SS	Df	MS	F	P-value	F crit
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Between Groups	4.506667	2	2.253333	3.218583	0.041411	3.026153
Within Groups	207.93	297	0.700101			
Total	212.4367	299				

SOURCE: Primary data

The summary statistics and ANOVA results provide valuable insights into the differences among the three groups (Column 1, Column 2, and Column 3). The average values for the groups are 2.19 for Column 1, 1.89 for Column 2, and 2.05 for Column 3, with each group showing different levels of variance. The ANOVA analysis indicates that there are significant differences between the groups. The computed F-value is 3.218583, which surpasses the critical F-value of 3.026153, and the P-value is 0.041411, which is below the common significance threshold of 0.05. This implies that at least one of the groups has a mean that is significantly different from the others. As a result, the findings suggest that there are substantial differences among the groups under consideration.

REGRESSION:

Regression Statistics	
Multiple R	0.358512
R Square	0.128531
Adjusted R Square	0.091838
Standard Error	1.445675
Observations	100

ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	4	29.28339	7.320847	3.50284	0.010317
Residual	95	198.5476	2.089975		
Total	99	227.831			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
cc	45644.97	0.676121	67510.05	0	45643.62	45646.31	45643.62	45646.31
AGE	0.492757	0.222495	2.214693	0.029172	0.05105	0.934464	0.05105	0.934464
Gender	-0.28401	0.301594	-0.94171	0.348729	-0.88275	0.314725	-0.88275	0.314725
Geographical area	0.118521	0.346683	0.341871	0.733203	-0.56973	0.806773	-0.56973	0.806773

	-		-		-	-		
Occupation	0.29122	0.122285	2.3815	0.019236	0.53399	0.04846	-0.53399	-0.04846

SOURCE: Primary data

The regression analysis indicates a moderate relationship between the predictors and the dependent variable, with an R-squared value of 0.128531, meaning the model explains approximately 12.85% of the variance. The overall regression model is statistically significant ($F = 3.50284$, $P = 0.010317$). **Age** and **Occupation** have a significant impact on the dependent variable, with coefficients of 0.492757 ($P = 0.029172$) and -0.29122 ($P = 0.019236$), respectively. On the other hand, **Gender** and **Geographical Area** do not show significant effects, as their P-values are greater than 0.05. This highlights that age and occupation are key predictors in this analysis.

CHI-SQUARE

AGE * How likely are you to recommend our company to others?

Crosstabulation

Count

		How likely are you to recommend our company to others?				
Age		Likely	Neutral	Unlikely	Very likely	Total
	20-40	26	14	4	9	53
	40-60	5	0	0	1	6
	Above 60	0	0	2	0	2
	less than 20	15	10	2	12	39
Total		46	24	8	22	100

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	29.963 ^a	9	.000
Likelihood Ratio	18.619	9	.029
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .16.

Age * How interested are you in purchasing our product?

		How interested are you in purchasing our product?			
Age		Not interested	Somewhat interested	Very interested	Total
	20-40	16	32	5	53
	40-60	4	1	1	6
	Above 60	0	0	2	2
	less than 20	19	17	3	39
Total		39	50	11	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	22.835 ^a	6	.001
Likelihood Ratio	15.735	6	.015
N of Valid Cases	100		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .22.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * How interested are you in purchasing our product?	100	100.0%	0	0.0%	100	100.0%

Age * what factors might prevent you from purchasing our product?						
Age		what factors might prevent you from purchasing our product?				Total
		Alternative products	Lack of information	Price	Quality concern	
	20-40	10	3	13	27	53
	40-60	1	0	1	4	6
	Above 60	0	2	0	0	2
	less than 20	6	2	12	19	39
Total		17	7	26	50	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.433 ^a	9	.001
Likelihood Ratio	12.927	9	.166
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .14.

Age * How would you rate your overall experience with AJIO ?						
Age		How would you rate your overall experience with AJIO ?				Total
		Fair	Good	Poor	Very good	
	20-40	10	31	2	10	53
	40-60	0	3	0	3	6
	Above 60	0	0	2	0	2

	less than 20	5	22	0	12	39
Total		15	56	4	25	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	54.274 ^a	9	.000
Likelihood Ratio	21.514	9	.011
N of Valid Cases	100		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .08.

Gender * How likely are you to recommend our company to others?						
Gender		How likely are you to recommend our company to others?				Total
		Likely	Neutral	Unlikely	Very likely	
	Female	19	17	5	8	49
	Male	27	7	3	14	51
Total		46	24	8	22	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.657 ^a	3	.054
Likelihood Ratio	7.817	3	.050
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 3.92.

Gender * How would you rate your overall experience with AJIO ?						
Count						
Gender		How would you rate your overall experience with AJIO ?				Total
		Fair	Good	Poor	Very good	
	Female	10	28	4	7	49
	Male	5	28	0	18	51
Total		15	56	4	25	100

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.471 ^a	3	.015
Likelihood Ratio	12.214	3	.007
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.96.

SOURCE: Primary data

The Chi-Square tests in these programs reveal significant associations between age/gender and factors like interest, decision-making, and product ratings, with p-values mostly under 0.05. However, several cells have expected counts less than 5, which may impact the reliability of the results. While the tests indicate a relationship, the small expected counts suggest caution in interpretation. Overall, age and gender appear to influence preferences and behaviors, but the findings should be viewed with these limitations in mind

FINDINGS OF THE STUDY:

1. The study examines the influence of customer reviews and ratings on purchasing intentions on Ajio.
2. It analyzes key factors like product quality, pricing, and customer service to assess their effect on buying decisions.
3. Notable differences in customer behavior were found based on age and occupation.
4. Regression analysis highlights age and occupation as significant predictors of purchase intentions, explaining 12.85% of the variance in buying behavior.
5. Chi-Square tests indicate significant associations between age, gender, and factors like interest and decision-making, with most p-values below 0.05.
6. However, several Chi-Square cells had expected counts lower than 5, which could impact the reliability of the results
7. Age and gender play a crucial role in shaping consumer preferences and purchasing behavior.
8. Despite some limitations in the data, demographic factors are found to significantly influence purchase intentions.
9. Despite certain data limitations, demographic factors play a key role in shaping purchase intentions.
10. The findings offer valuable guidance for Ajio to improve its sales strategies and boost customer engagement

SUGGESION OF THE STUDY:

1. **Age-Specific Marketing:** Tailor marketing strategies to different age groups, such as 20-40 and 40-60 years.
2. **Occupation-Targeted Products:** Design product offerings based on occupation types, catering to professionals and employees.
3. **Boost Customer Reviews:** Encourage reviews and ratings by offering incentives to build trust and drive purchasing.
4. **Improve Customer Support:** Offer responsive support across multiple channels to enhance customer satisfaction.
5. **Optimize Shopping Experience:** Improve website navigation, product details, and checkout process to enhance user experience.
6. **Urban Market Focus:** Continue targeting urban consumers while exploring opportunities in rural areas.
7. **Gender-Targeted Campaigns:** Launch gender-specific advertising for men's and women's product collections.
8. **Family-Centric Marketing:** Tailor campaigns and offerings to suit both joint and nuclear family structures.
9. **Broaden Product Selection:** Offer a wider range of products, catering to both younger and older consumers with trendy and premium items.
10. **Address Sampling Issues:** Ensure larger sample sizes in future studies to improve data reliability and accuracy.

CONCLUSION:

In conclusion, the study highlights the significant influence of customer reviews and ratings on Ajio's consumers' purchasing intentions. The results from statistical methods, including ANOVA, regression, and Chi-Square tests, show that factors like age and occupation play a key role in shaping purchase decisions. Age, especially, is a major factor, with the 20-40 age group demonstrating greater engagement with Ajio's products. Additionally, the quality of customer service and product reviews significantly contribute to building consumer trust and satisfaction, which in turn affects their buying decisions. Although the Chi-Square tests reveal relationships between demographics and consumer preferences, the small expected counts in some categories require careful interpretation. Overall, this research underscores the need to personalize marketing strategies based on demographic variables, such as age and occupation, to boost customer engagement and drive sales. Future studies with larger sample sizes would help address these limitations and offer more robust insights for strategic decision-making.

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