

# Online Customer Experience (OCE) In Textile Industry E-retailing: Novel Commercial Strategy to Expand Into The Current Market

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## Abstract:

Online-Customer-Experience (OCE) can be characterized as a psychological connection between a consumer and a business. Engaging the customers brings them closer to the brand, company, and organization. OCE aids in the continuous demonstration of dedication to the customer and in the value's creation. In today's uncertain business environment, it seems to be critical for businesses to retain their consumers close to them.

In this research, the OCE in the textile-industry market was assessed. The research examined at and thus the variables affecting customer interaction, effects of potential disillusionment of customers. To achieve such, a qualitative approach involving 200 applicants was conducted in April 2023 using an online survey method. Allen Solley and Peter England would be used as instances to enquire online questionnaires about the online textile-industry.

The results showed that the major aspects were significant determinants of OCE: 1) Emergent gameplay of the transmission media utilised, 2) Brand Release Schedule, 3) Brand Reassess and People commenting, and 4) Web Designing and Functionality. If done correctly as well as through channels with minimal unnecessary stuff, social media advertising might also have an influence on OCE. Customer engagement was ended up finding to have the following effects: 1) Name recognition; 2) Self-brand interconnection; and 3) Brand retention. Since the online textile-industry offers participatory offerings, it must have been found there's little chance of consumer disengagement in this industry.

**Keywords:** Online Customer Experience, Online Textile Industry, Consumer Engagement, Consumer Disengagement

## 1. INTRODUCTION

### E-RETAILING:

E-Retailing, also known as telecommunications means, commerce, seems to be the commercial transactions computer network. Since about the uptick in the number Internet's pervasive usages, there has been a significant of trading activities that would be conducted electronically. This holds true for a variety of business operations, such as digital economy transferring money, systems integration, e-

marketing, electronic transfer preparation, collecting data transact, robotic inventory tracking, and structures. Contemporary routinely uses during Webpage at some juncture transaction's lifecycle.

### **ONLINE-CUSTOMER-EXPERIENCE (OCE):**

OCE characterizes between such a professional relationship founded thru the multiple communication channels consumer and an association. These streams might be a user's response, engagement, outcome, or user impression, whether it happens online or off. Consumers who are extremely involved are discovered to invest additional money, spread the word extra, and exhibit better devotion in both online and offline settings.

A critical feature of an industry's customer service seems to be the engagement strategy that has always been offering a top-notch. Online retailers lose out on chance to communicate with them and if clients and build relationships they don't have a marketing strategy. Building customer engagement is essential for just any retail outlet, for this reason.

### **HOW TO BUILD AN OCE?**

Although there isn't a single OCE proven strategy for every business throughout all industry sectors, digital marketing must have recently been introduced to greater extent enterprises. On a corporate and a global level, the internet plays a vital role in the way livelihoods. Social media outlets have recently emerged individual and career that's used by both subscribers (Business-Users and Personal-Users).

Social-Media-Platforms influence build awareness and fulfillment in various manner. Mainstream companies employ a multitude of formats, strategies to win over their consumers' compassion and commitment. This paper also looks at other significant factors influencing consumer behavior in addition to social media marketing (SMM).

## **2. LITERATURE REVIEW**

In the year 2002, Little et al. [1] report the findings of a key informant study of e-retailers and lay the theoretical groundwork for a model for efficient for a model for efficient Internet integration.

In 2003 year, Bill [2] present article returns this relationship in reference to additional site.

In the year 2004 Rita et al. [3] determined the comparative significance of the antecedents of institution-based trust in e-commerce. In the same year Jie Yu and co-authors [4] represents an innovative attempt to validate the APP framework for E-retailers' competitiveness. Chung and his co-authors [5] have been presented the article that looks into the relationship between e-commerce qualities, satisfaction, and e-loyalty. Researchers outline five e-commerce attributes that may influence e-satisfaction and e-loyalty in the year 2008.

In 2012, Rose et al. [6] published a research that contributes to fresh knowledge and understanding of how e-retailers may create excellent online customer experiences.

Nia et al. [7] through a survey of the literature identified four characteristics of consumer experience: Pragmatic Experience, Sociability Experience, Usability Experience, and Hedonic Experience in 2013.

In the identical year 2013, Mehرداد et al. [8] discovered the four components of customer experience, namely Pragmatic Experience, Sociability Experience, Usability Experience, and Hedonic Experience, were initially discovered through a survey of academic literature in order to perform this investigation.

In the year 2015 Shefali and Anurag [9] assure a better client experience, the researchers attempted to study the technologies developed in the recent e-Retail environment in this work. Additionally, it emphasizes the most recent E-retail tactics used by the online shop to provide unforgettable consumer experiences.

In 2016 Raja [10] reviews the journey of internet retail enterprises in India thus far. They examine the industry's future possibilities in the same year. Anil and his co-authors [11] have been created a unified customer experience paradigm that includes essential antecedents and outcome variables. They also examine key findings, consequences, and future research prospects in 2016.

Ernest et al. [12] demonstrates how online merchants in developing nations may acquire from the experiences of mature markets and understand the key differences between markets in order to develop customer experience management strategies that focus on the most important aspects of the customer experience in year 2018.

In 2019, Arijit [13] suggests an integrated model of OCE that includes variables for the antecedents, components, and outcomes. In the same year, Micu [14] investigates consumer experience in the setting of online retail.

In the year 2022 Ms. Bharti [15] has been published a research paper that focuses on the current condition, trend, growth, model, issues, and challenges of internet commerce in India.

### **3. RESEARCH PROBLEM**

A research problem (RP) outlines the rationale behind the study's execution as well as the questions and issues it seeks to answer. It aids the researcher in understanding precisely what must be done and why. Studying OCE in textile-industry among consumers in Kota, India, would be the RP for our research.

### **4. RESEARCH OBJECTIVES**

The goals of a project are outlined in the research objectives (RO). These are explanations of the data that the researcher wants to investigate in the RP. Research initiatives are aimed by the study's objectives.

The following research goals are covered in this paper:

1. To research the variables affecting OCE
2. Investigate the effects of OCE
3. Evaluated the possibility for consumer disengagement

## **5. RESEARCH METHODOLOGY**

### **5.1 RESEARCH DESIGN**

Research Objectives, which specify how a researcher responds to the research questionnaire; serve as the foundation for the creation of a research design (RD). It lays out a systematic structure of the monitoring systems, sampling plan, analytical framework, and timescale. There seem to be three different types of RDs: descriptive, correlational, and exploratory. When there is little information available on a problem and it is still relatively new, exploratory research is conducted. It employs methods like participant observation, in-depth meetings, interpretation, and more. Whenever a researcher modifies one or maybe more correlational factors to make how they actually impact their dependent variable, they are using a research design. It employs investigations. Our research is being conducted using a descriptive research design. An extensive and in-depth elaboration of the study's problem is needed while using a descriptive RD. It was really the leading research configuration for our research because it contributed to a better understanding of the causes of OCE in the textile industry, as well as its effects and potential for disassociation. Both extensive studies (ES) and cross sectional studies (CSS) could be used for descriptive research. CSS were conducted in order to complete the study. CSS would be characterized as a study that was conducted over a specific time period on a specific segment of the population, and the results are still only applicable to that timeframe. Therefore, the study examined at a people's subset who shop for clothing online from Allen Solley and Peter England over a solitary time period for studying the research objectives. There are two (2) distinct types of CSS: single CSS and multiple CSS. Data collected from the questionnaire had only been gathered once for a single cross-sectional study. The reason for doing this would be that the researchers only wanted to learn about OCE in the current environment.

### **5.2 DATA COLLECTION METHOD**

Data collection seems to be considered as the process of gathering information with the intention of providing assistance the experimental studies. This study has used data from both primary sources (PS) and secondary sources (SS). The method utilized for gathering primary data for the study of OCE with particular brands seems to be a quantitative research in the survey's form. Since quantitative research that's well organized, methodical, uses scarce staff, straightforward to be using, suited for the application of statistical tools, it was chosen as the method of study. Information can be gathered using a variety of questionnaires, and this study used both formalized and open-ended questionnaires. This kind of quiz gives answers to a predetermined set of closed-ended, sequential questionnaire. They tell the respondents why the study is being conducted. Data was gathered using Google forms because they are practical, simple, and effective. Over 122 of the 200 respondents who purchased clothing from Allen Solley and Peter England online were included in the data collection.

### **5.3 SAMPLING DESIGN**

The community that the research scientist has always been successful in studying as much about referred to as the sample. The two (2) sampling techniques are probability (PB) and non-probability (NPB). Every individual in the population possibility of being chosen seems to have a while using PB sampling, but this is not the case NPB sampling. Convenience sampling, which selects practical experience on the researcher's easiness, would be used for NPB sampling. As a result, 201 participants

were identified for this study's NPB convenience sampling method. Most of the survey participants in the research sample were grownups and youths.

#### 5.4 DATA ANALYSIS

There must be 2 techniques for data analysis: descriptive statistics (DS) and inferential statistics (IS). The summary statistics known as DS are those that significant indication or summarize characteristics of a group of data. In this study, DS had been used to assess how consumers interacted with the product line. For processing and analyzing the collected data, statistical tools like mean, median, mode, and standard deviation (SD) were used. This study employs the term "Mean" to describe the average value favorability the arithmetical data set. In other words, it gives us a central value for the ratings we gathered from the respondents and enables user to comprehend the respondents for a given trait. Along with calculating the mean, SD also aids in determining how far the principles deviate from the estimate. Even before answering questions with an ordinal, interval, or ratio scale, the word "Median" would be used to evaluate the profitability the in the middle. Correspondingly, "Mode" was also used to assist us in locating and comprehending the considerations that appear most frequently in the large dataset (DTS). The assessments of the central tendency (CT), which enable to demonstrate the consistency of data, are mean, median, and mode.

### 6. FINDINGS

#### 6.1 FACTORS AFFECTING OCE IN TEXTILE INDUSTRY

##### Reviews and Comments about Brands

According to research, brand reviews and comments on social media averaged 3.31 out of 5 on a scale of 1 to 5 for the level of involvement and engagement they caused in consumers.

Thus, it was determined that brand reviews (BR) and comments are determinant consumers and fairly influence customer engagement and involvement.

<b>Table 6.1.1: Effect of Brand reviews and comments about OCE</b>		
Scale	Rank	No. of responses
Least involvement	1	7
	2	22
	3	35
	4	42
Most involved	5	16
Total		122
<b>Average: 3.31</b>		

Source: Primary Data, Sample Size: 122 respondents (Total 200)

##### Website-Design and Interface

The average level of OCE engendered by designing of website and interface might have been found to be 3.52 on a scale of 1-5. It must have been discovered that the website design and interface seemed to have an impact on the prevalence with which consumers visited the website.

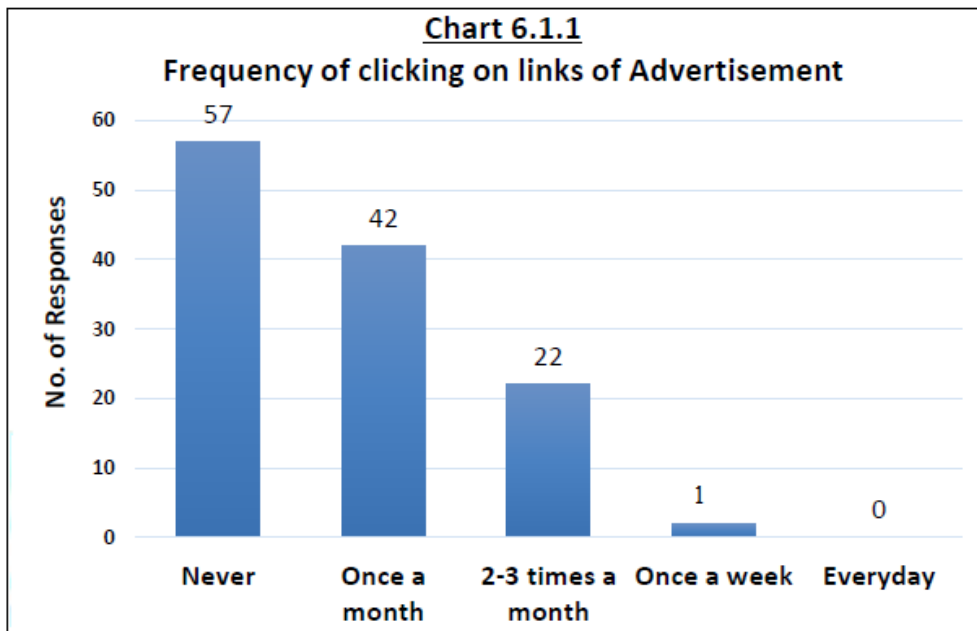
Therefore, it was ascertained that website design and interface are factors that influence consumers and have a fair impact on OCE.

Scale	Rank	No. of responses
Least affected	1	9
	2	10
	3	36
	4	42
Highly affected	5	25
Total		122
<b>Average: 3.52</b>		

Source: Primary Data, Sample Size: 122 respondents (Total 200)

Interactivity

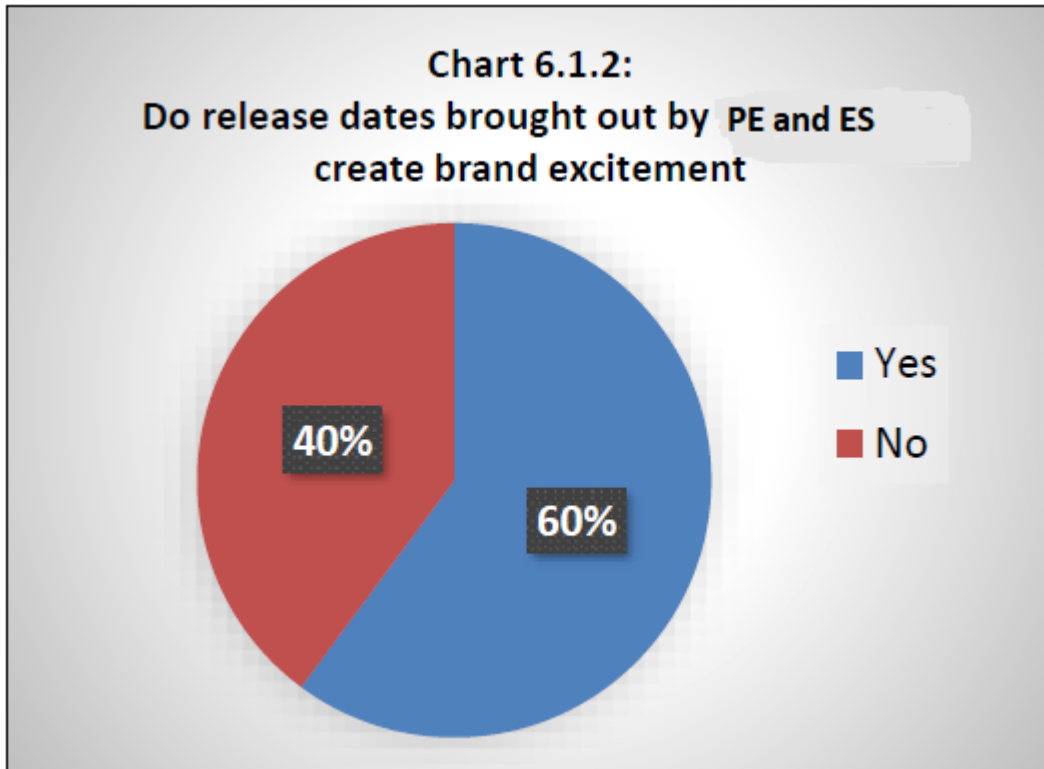
The majority of respondents stated in the survey questions that, notwithstanding the adverts and articles being immersive (corresponds on which consumers could press), they hadn't ever pressed on links of or snatched up on Instagram stories of brands such as Allen Solley and Peter England. This could have been influenced by the fact that the internet would be cluttered with advertisements for various those certain products and businesses.



Source: Primary Data, Sample Size: 122 respondents (Total 200)

Release Dates

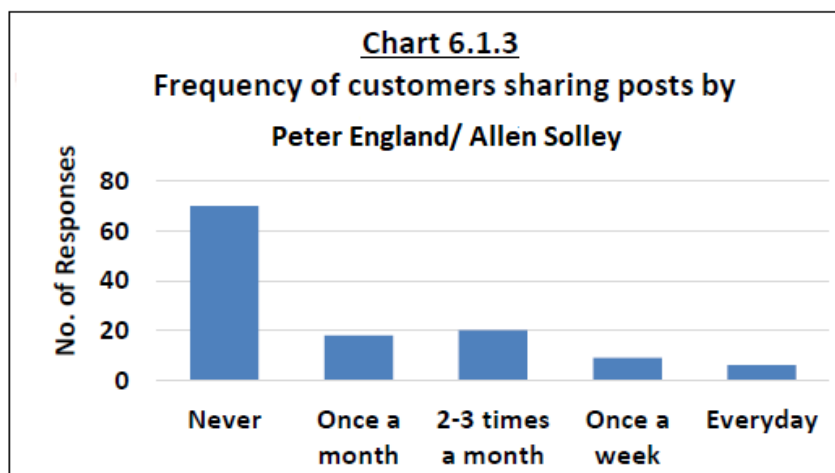
The majority of respondents (approximately 60%) asserted in the survey that brand launch dates engendered enthusiasm for people. It was therefore ascertained that launch dates are a factor that contributes to brand exuberance and relationship management.



Source: Primary Data, Sample Size: 122 respondents (Total 200)  
PE: Peter England, AS: Allen Solley

Social Media Marketing

- a) **Sharing of social media posts:** It must have been discovered that 70 percent of the 122 respondents don't ever share brand social media posts. Therefore, the large percentage (81%) of people seems to believe that expressing social media posts doesn't really contribute to OCE.
- b) **IGTV videos on Instagram:** It was discovered that 58 of the 122 respondents watch IGTV videos from top brands and H&M on Instagram. The ordinary importance of brand enthusiasm engendered by viewing these IGTV videos seems to be 3.60.



Source: Primary Data, Sample Size: 122 respondents (Total 200)

Scale	Rank	No. of responses
Least brand Excitement	1	3
	2	5
	3	14
	4	26
Most Brand Excitement	5	10
Total		58
<b>Average: 3.60</b>		

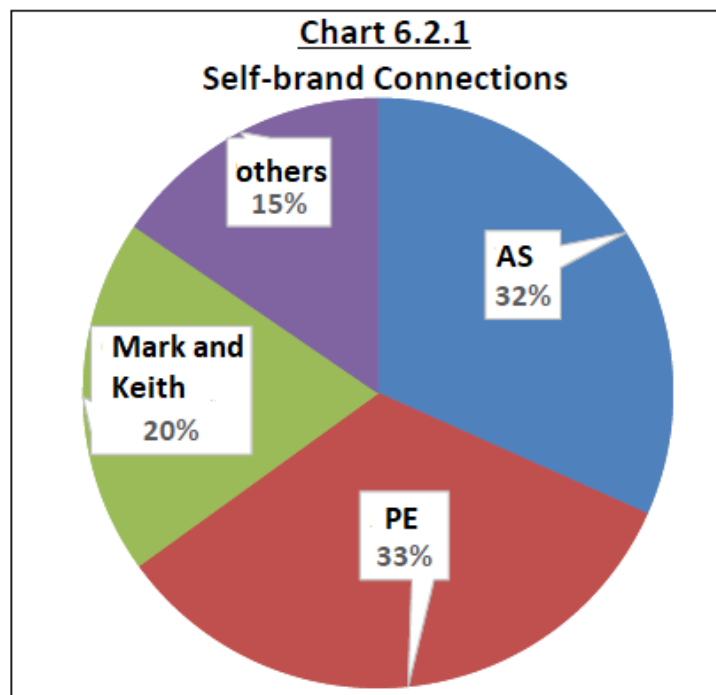
Source: Primary Data, Sample Size: 122 respondents (Total 200)

Therefore, not even all Social Media Marketing outcomes in brand enthusiasm. Merely posting concerning the digital presence is ineffective because there is a huge amount of unnecessary stuff from other brands' adverts. However, posting IGTV videos regarding the advertising campaigns seems to be a pleasant able to disseminate material and generates a huge interest.

## 6.2 CONSEQUENCES OF OCE OR INVESTIGATE THE EFFECTS OF OCE

### Self-brand Connections

Brands such as Peter England (PE) have been chosen by 33% of respondents, while manufacturers Allen Solley (AS) chosen by 32%, Mark and Keith by 20%, and other chosen by 15%. Because users might link their personalities to their favorite brands, the researchers argued that Self Brand Connections are a result of OCE.



Source: Primary Data, Sample Size: 122 respondents (Total 200)



Brand Loyalty

When inquired if they would stick to a brand like PE or AS despite other comparable products brands entering the market, the average degree of likeliness of sticking to their respective brands was found to be 3.58. This led the researchers to the conclusion that brand loyalty is a result of customer engagement.

<b>Table 6.2.1: Possibility of sticking with a brand like PE/AS despite new and similar brands entering or existing in the industry</b>		
Scale	Rank	No. of responses
Least likely	1	2
	2	20
	3	35
	4	35
Most likely	5	30
Total		122
<b>Average: 3.58</b>		

Source: Primary Data, Sample Size: 122 respondents (Total 200)

Word-of-Mouth

When participants were asked if they would willing to share their consumer purchasing experience with their friends and coworkers, the average level of their shopping experience was 3.45. Therefore, the researchers concluded that Word of Mouth seems to be a result of OCE.

<b>Table 6.2.2: The degree to which consumers share their purchasing experiences (Word-of-Mouth)</b>		
Scale	Rank	No. of responses
Least Likely	1	10
	2	15
	3	30
	4	43
Most Likely	5	24
Total		122
<b>Average: 3.45</b>		

Source: Primary Data, Sample Size: 122 respondents (Total 200)

**6.3 EVALUATED THE POSSIBILITY FOR CONSUMER DISENGAGEMENT**

Customer disengagement would be determined by the type of interaction the consumer acquires with the corporation. Disengagement could be classified into two types:

1. Disconnection in the case of workable services
2. Disengagement in the case of Participatory services.

In the case of functional service, the consumer has always been constantly confronted with new staff. The consumer seems to be overly reliant on their behavior and work design. As a result, he begins to feel utilized.

In the case of participative type, the customer participates with the same worker repetitively, and there is mutual dependency between the customer and the company, and they make judgments each other's achievement. They have such a double correlation. As a result, the consumer seems to be more tolerant of the firm's underperformance.

Customers are more likely to disassociate with functional services because they assume over reliant on the supplier and are susceptible and manipulated in the correlation. Customers were less likely to disengage in a participative type of service because consumer to consumer and consumer to staff partnership is induced.

In the perspective of our investigation, consumers of brands such as Peter England and Allen Solley might be said to acquire a participative service type; the observations of previously analyzed data reveal that consumers interact with Peter England and Allen Solley M, recognize it to characterize their temperament, and have an intimate attachment with them.

Therefore, the interrelatedness and deep attachment, Peter England and Allen Solley consumers are less likely to disassociate. Furthermore, Peter England and Allen Solley offer a variety of after-sales amenities such as product exchange, modification, and so on. As a result, consumers have a very small likelihood of becoming disillusioned.

## 7. CONCLUSION

An emotional connection between a label and a customer would be called customer engagement. The possibility for OCE in the textile-industry seems to be enormous. Fashion companies like Allen Solley and Peter England utilize OCE as a competitive advantage. A company in the online textile-industry must comprehend the causes and effects of OCE for maximizing the potential of it. Textile industries that want to increase OCE should cover aspects like brand feedback and comments, and web designing and functionality, interactive elements, and release dates. If used in the appropriate way and format, social media marketing (SMM) could help an advertising involvement with its target audience. However, since it results in advertising clutter, improper utilization SMM may have little effect on consumers. Therefore, an online textile brand could perhaps promote efficient use of SMM. OCE has the effect brand awareness assisting a business in forging close bonds with its clients, increasing their customer retention, and promoting favorable. The company's revenues and profits may rise as a result. The participatory nature of the services offered makes it less likely that which would be a consumer will become disillusioned, benefit of the online clothing platform. As seems to have a direct consequence, brand better possibility of attracting new customers and keeping the ones it has already.

## 8. LIMITATIONS OF THE RESEARCH

### 1. Sampling

The results of the research do or doesn't implement to the overall population since no census study must have been conducted and only a snippet chosen. As a result, there seems to be a possibility of sampling error in this study.

### 2. Convenience Sampling

The population's representatives who could comfortably respond to the survey and had been accessible to provide data accumulated. This could result in a slanted inaccuracy and be an exaggerated version of the inhabitants.

### 3. CSS

The analysis was delimited to the month of March 2023. Thus, it couldn't be utilized for analyzing behavior over time. The outcomes of this survey are only applicable to the timespan in which it has been conducted.

### 4. Objective Limitation

The investigation only includes data on the three criteria it already has taken into consideration for increasing the level of study's focus. Due to scarce assets and a insufficient training in reviewing the related literature, only limited objectives have been factored into the equation.

### 5. Location Limitation

The study's findings might not apply to other territories because it only examined the Kota area.

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