

A Study on Gen Z Consumer Satisfaction of Fashion Products in Coimbatore

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Abstract

The fashion industry has experienced a significant shift in consumer preferences, especially among Gen Z, who give greater importance on social media, style, and brand identity. The factors that affect Gen Z consumers' satisfaction with fashion products in Coimbatore are analysed in this study, with particular attention paid to quality, cost, brand perception, sustainability, and social media influence. The study aims to understand consumer purchase behaviour, satisfaction levels, and how online shopping influences their choices by using an Social Media. To improve consumer experiences and brand loyalty, fashion businesses and retailers can benefit greatly from the findings.

Keywords: Gen Z, Consumer Satisfaction, Fashion Products, Digital Influence, Online Shopping, Brand Perception, Coimbatore.

INTRODUCTION

The fashion business is greatly influenced by Gen Z, the trend-conscious and digitally native generation, and their evolving preferences and purchasing behaviors. Gen Z consumers in Coimbatore, an evolving urban market, look for stylish items that complement their unique trends, eco-friendly ideals, and digital lifestyles. E-commerce platforms, social media, and influencer marketing possess a big impact on their purchasing experiences, which affects consumer satisfaction and brand loyalty. To facilitate how satisfied Gen Z is with fashion products, this study examines at their expectations for quality, cost, brand trustworthiness, and customized shopping experiences. recognizing these factors will enable retailers and fashion designers to improve their marketing strategies to satisfy the needs of the consumers.

OBJECTIVES OF THE STUDY

1. To analyse the relationship between demographic factors and satisfaction levels in fashion purchases.

HYPOTHESIS OF THE STUDY

A null hypothesis has been framed to test the association between the demographic factors and satisfaction levels in fashion purchases.

(Ho): There is no association between the demographic factors (such as gender, age, income, education, awareness and satisfaction) and level of satisfaction on Genz consumer purchasing behavior on fashion products using Correlation.

REVIEW OF LITERATURE

Kapoor & Choudhury (2023)¹ emphasize that Gen Z relies heavily on influencer recommendations and peer reviews. Research also highlights that factor like sustainability, brand transparency, and ethical practices significantly influence Gen Z's satisfaction.

Smith (2022)² emphasizes that Generation Z is particularly dependent on influencer marketing, where social media personalities act as credible sources of product information. The authenticity and relatability of influencers resonate more strongly with Gen Z than traditional celebrity endorsements (**Lee & Kim, 2021**)³. Social media has evolved into a powerful marketing tool that significantly influences consumer decision-making processes, especially among digitally native generations like Generation Z.

Kaur and Kumar (2020)⁴ caution that excessive exposure to curated content and influencer promotions can lead to unrealistic expectations, potentially resulting in post-purchase dissonance.

Djafarova and Rushworth (2017)⁵ found that Instagram influencers play a pivotal role in shaping fashion preferences, with visual content acting as a stimulus for impulse purchases. This makes social media not just a communication platform but a digital marketplace, blurring the line between content and commerce.

Kim and Johnson (2016)⁶, who demonstrated that user-generated content (UGC) such as reviews, unboxings, and styling tips significantly enhance purchase confidence and post-purchase satisfaction.

RESEARCH METHODOLOGY

This study, focuses on collecting primary data through questionnaires to understand the factors affecting satisfaction among Gen Z consumers, utilizes an empirical and descriptive methodology to analyse how social media influences Gen Z consumers' purchasing behavior and their level of satisfaction with fashion products.

Sampling Design

- **Population:** Generation Z consumers who actively use social media and purchase fashion products.
- **Sample Size:** 150 respondents.
- **Sampling Technique:** **Convenience sampling** was employed to reach respondents who are active social media users and have experience purchasing fashion products through these platforms.

Data Collection

- **Primary Data:** Collected through a **structured questionnaire**, distributed digitally through platforms like WhatsApp, Instagram, and email.
- **Secondary Data:** Collected through research papers, articles, industry reports, and publications relevant to consumer behaviour, social media marketing, and Gen Z's purchasing patterns.

TOOLS AND TECHNIQUE USED

The analysis has been made through the questionnaire.

- Simple Percentage Analysis
- Correlation Analysis

SIMPLE PERCENTAGE ANALYSIS

PERCENTAGE (%) refers to a special kind of ration PERCENTAGE (%) is used in making comparison. About two or more series of data PERCENTAGE (%) as also to describe relationship. It is also used to compare the relative term two or more series of data.

$$\text{Simple percentage analysis} = \frac{\text{number of respondent}}{\text{Total number of respondents}} \times 100$$

CORRELATION ANALYSIS

The purpose of customer satisfaction correlation analysis is to identify and understand the key factors that influence satisfaction levels. Firms can identify areas for development by determining the direction and strength of the associations between possible factors (such as service speed, pricing, or

product quality) and consumer satisfaction. This specialized approach increases customer experiences, maximizes resources, and eventually fosters growth and loyalty.

$$r = \frac{n\sum(XY) - \sum X \sum Y}{\sqrt{[n\sum X^2 - (\sum X)^2] [n\sum Y^2 - (\sum Y)^2]}}$$

ANALYSIS AND INTERPRETATION

DISTRIBUTION OF SAMPLE RESPONSE ACCORDING TO DEMOGRAPHIC FACTORS AND SATISFACTION LEVEL

Factors	Level of satisfaction		Total
	Low level of satisfaction	High level of satisfaction	
Gender			
Male	44	39	83
Female	29	38	67
Total	73	77	150
Age			
18 - 24 Years	44	38	82
25 - 40 Years	20	27	47
41 - 50 Years	6	9	15
51 and Above	3	3	6
Total	73	77	150
Education Qualification			
SSLC	6	6	12
HSC	20	10	30
U.G	34	46	80
PG	13	15	28
Total	73	77	150
Occupation			
Employee	42	36	78
Business	17	20	37
Unemployed/retired	13	21	34
Total	72	77	149
Marital Status			
Unmarried	40	46	86
Married	25	31	56
Divorced	8	0	8
Total	73	77	150
Annual Income			
Below 1,00,000	30	33	63
1,00,000 - 2,00,000	24	22	46
Above 2,00,000	19	23	42
Total	73	78	151
Awareness of social media			

Yes	56	73	129
No	17	4	21
Total	73	77	150
Usage of specific social media			
WhatsApp	32	23	55
Facebook	10	16	26
Instagram	25	38	63
Twitter	6	1	7
Total	73	78	151
Time spends on social media			
1- 2 hours	40	40	80
2- 3 hours	20	25	45
Above 3 hours	13	13	26
Total	73	78	151
Type of purchase			
Online	14	8	22
Offline	21	30	51
Both	38	40	78
Total	73	78	151
Frequency of purchase through social media			
Weekly	12	7	19
Monthly	24	21	45
Occasionally	24	27	51
Rarely	13	23	36
Total	73	78	151

The data reflects a variety of trends and behaviours related to social media usage and satisfaction levels are reflected in the data. With a total score of 83 (44 low, 39 high), men report a slightly higher level of satisfaction than women, who score 67 (29 low, 38 high). With the greatest total of 82 (44 low, 38 high), the 18–24 age group is the most remarkable. The 25–40 age group follows with 47, while the totals for the other age groups are lower. With an overall satisfaction score of 80 (34 low, 46 high), undergraduate degree holders are the most satisfied, followed by postgraduate students at 28, HSC students at 30, and SSLC students at 12. Business professionals and those who are jobless or retired had lower totals of 37 and 34, respectively, while employees lead occupational groups with 78 (42 low, 36 high). Married participants total 56, divorced participants total 8, and unmarried people make up the majority of marital status categories (86, 40 low, 46 high). The annual income categories with the highest incomes are those making less than ₹1,00,000 (63), followed by those making between ₹1,00,000 and ₹2,00,000 (46), and those making more than ₹2,00,000 (42). There are 129 people who are aware of social media (56 low, 73 high), compared to 21 who are not. With a total of 63, Instagram is the most popular social media platform. WhatsApp comes in second with 55, Facebook with 26, and Twitter with 7. Most persons spend 1–2 hours everyday on social media, accumulating 80, followed by 2–3 hours at 45 and above 3 hours at 26. In terms of preferred means of purchasing, 78 respondents favor both online and offline methods, whilst 51 respondents prefer offline methods and 22 prefer online methods. Occasional purchase through social media is the most popular behaviour with 51 replies, followed by monthly at 45, rarely at 36, and regularly at 19. Various behaviours and trends are shown by these findings, which highlight differences in preferences and satisfaction across demographics.

Further it is intended to test the null hypothesis that there is no association between demographic factors and level of satisfaction on Gen Z consumer purchasing behavior on fashion products using Correlation.

PEARSON'S R CORRELATION			
Factors	Value	Significance	Result
Gender	0.097	.239 ^c	Accepted
Age	0.085	.300 ^c	Accepted
Education Qualification	0.103	.210 ^c	Accepted
Occupation	0.127	.121 ^c	Accepted
Marital status	-0.133	.104 ^c	Accepted
Annual Income	-0.101	.219 ^c	Accepted
Awareness of Social Media	-0.261	0.07	Accepted
Usage of specific social media	0.077	.349 ^c	Accepted
Time spend on social media	0.016	.849 ^c	Accepted
Type of purchase	0.056	.493 ^c	Accepted
Frequency of purchase through social media	0.168	.040 ^c	Accepted

The Pearson's R correlation analysis shows that the majority of factors have a weak correlation with satisfaction: gender (0.097), age (0.085), education qualification (0.103), and occupation (0.127) all show weak but positive correlations, while marital status (-0.133), annual income (-0.101), and social media awareness (-0.261) show weak negative correlations; the highest positive correlation is for the frequency of social media purchases (0.168), with a significance value of 0.040c, indicating a weak but statistically significant relationship; other factors include usage of specific social media (0.077), time spent on social media (0.016), and type of purchase (0.056). All results are accepted, showing minimal relationships across these variables.

SUGGESTION

- To gain trust ensure that fashion products sold through social media meet high quality.
- Provide a more secure payment option to make a smooth shopping experience.
- Encourage influencers and satisfied customers to share their experiences and reviews.
- Offer discounts, reward points, or special offers to loyal consumers.
- To enhance goods and services, collect and evaluate consumer feedback on a regular basis.
- To improve consumer interaction, use live streaming, surveys, and Q&A sessions.
- To attract consumers, provide limited-time specials, seasonal sales, and package discounts.

CONCLUSION

According to the survey, social media has a significant impact on Generation Z's shopping decisions, especially in the fashion sector. In addition to serving as places for product discovery, social media sites like Facebook, Instagram, and WhatsApp are now places where marketers, influencers, and peer reviews influence the preferences and expectations of consumers. Gen Z buyers need the truth, honesty, high-quality products, and easy post-purchase experiences in along with visually attractive content. The findings show that demographic variables like age, income, education, and gender have less influence on satisfaction. Expectation management is essential for post-purchase satisfaction, as shown by the fact that occasional consumers who spend moderate feel happier than regular shoppers or those who make expensive purchases.

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