

Examining the Impact of Quality Service on Customer Satisfaction in the Emerging Landscape of Online Clothing Retail in Nepal

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Online clothing retailers, both domestic and international, offer a wide range of brands at affordable prices, catering to the preferences of the young generation. This study aims to examine the association and effect of quick delivery service, price quotations, and quality products and services with customer satisfaction in online clothing stores in Nepal. The study employed analytical research designs. The study targeted customers involved in online clothing shopping as the theoretical population. The 140 respondents were selected through snowball sampling. Primary data have been collected by using online questionnaire surveys. The study adopted descriptive statistics like mean, standard deviation, covariance, independent sample t-test, and inferential statistics such as correlation and regression to analyze and interpret the data. This study explored online clothing purchases, finding no significant gender differences in perceptions. Positive correlations between key variables, such as price quotations, quick delivery service, and quality products, suggested their impact on customer satisfaction. Regression analysis confirmed significant associations with customer satisfaction, emphasizing the primacy of product quality and service delivery except pricing. The study recommends prioritizing these factors to boost online clothing sales, highlighting their crucial influence on customer satisfaction in the digital retail landscape.

1. INTRODUCTION

The increasing popularity of online clothing stores in Nepal can be attributed to several factors contributing to the rise in online shopping. The enhanced accessibility to the Internet, coupled with technological advancements and the proliferation of delivery services, has facilitated the expansion of online shops (Vaidya, 2019).

Online shopping provides convenience, allowing customers to save time and energy. This trend is further fueled by the reduced costs of technology-based goods and Internet services. With the progression of technological advancements, businesses have integrated the Internet into their marketing strategies to stay current with evolving trends. Sellers leverage various

online platforms such as TikTok, Facebook, and live video chats to connect with potential customers, thereby enhancing their reach and engagement. The transformative power of technology is evident in online clothing stores, where sellers use editing applications and lighting skills to transform product images into attractive representations on e-catalogs, captivating potential customers (Fathima, 2015).

The impact of social media on the apparel purchase process is significant, as observed in the case of Nepalese consumers. Influences from Western cultures, celebrities, and fashion models on social media platforms like Instagram and TikTok play a crucial role in shaping consumer behavior, resulting in increased online clothing purchases (Workman & Johnson, 1989). The digitization of daily activities, including buying groceries, paying bills, and online ticket reservations, has further accelerated the shift towards online shopping, including the purchase of fashionable clothes. Customers gather detailed information about products, leading to increased opportunities to switch between online stores based on factors like price, quality, dispatch location, and delivery time, ultimately enhancing customer satisfaction. The influence of social media on apparel purchases is not limited to Nepal, as evidenced by global trends where online platforms like Facebook, Instagram, and TikTok serve as channels for viral marketing, reaching billions of connected consumers with a single click (Napompech, 2014). There is a need for a study to explore the impact of quality service on customer satisfaction in online clothing purchases.

Both domestic and international online clothing retailers offer a diverse range of brands at affordable prices, catering to the preferences of the younger generation. Despite the challenges faced by Nepalese consumers in accepting online offers, the majority of online clothing stores in Nepal have adjusted their selling strategies to compete effectively. The determining factors of online customer satisfaction encompass views on the quality

service of online service providers like varieties of products, payment system, time of delivery, response to customers, privacy of customers, quality of products, and offers given to customers. The success of online clothing stores in Nepal hinges on overcoming challenges related to technological adaptation, effectively leveraging social media influence, aligning with global marketing trends, and consistently meeting the evolving expectations of consumers. As the online shopping landscape continues to evolve, businesses must navigate these challenges to ensure a seamless and satisfying online shopping experience for their customers. This study holds significance for marketers, web designers, consumers of all ages, and small online businesses, who can utilize it for their business purposes.

1.1 OBJECTIVE OF THE STUDY

This study aims to investigate the impact of quality service (price, service delivery, and product quality) on customer satisfaction in growing online clothing stores in Nepal. The specific purposes of this study are as follows:

1. To examine the association of quick delivery service, price quotations, and quality products and services with customer satisfaction in online clothing stores in Nepal.
2. To assess the effect of quick delivery service, price quotations, and quality products and services on customer satisfaction in online clothing stores in Nepal.

1.2 LITERATURE REVIEW

The Technology Acceptance Model (TAM), introduced by Davis in 1986, is a crucial theoretical framework for understanding individuals' adoption of emerging technologies. TAM is an adaptation of the Theory of Reasoned Action (TRA), specifically focused on explaining user acceptance of information systems (Davis, Bagozzi, & Warshaw, 1989). It serves as a comprehensive framework for grasping individuals' adoption of

technology. TAM posits that users' perceptions of a technology's ease of use and perceived usefulness play a pivotal role in shaping their behavioral intentions and subsequent actual usage. The model contends that a user-friendly interface and perceived simplicity of technology generate positive attitudes, fostering intentions for adoption. Similarly, the perception of a technology's utility in enhancing productivity and efficacy significantly contributes to the formation of positive attitudes and adoption intentions. Although TAM primarily concentrates on individual perceptions, subsequent extensions have incorporated contextual and societal factors. Nevertheless, TAM remains a cornerstone in the realm of technology adoption, informing interdisciplinary research and assisting organizations in crafting user-oriented technological solutions.

The landscape of online shopping has expanded significantly over the last few decades, driven by higher Internet penetration rates, time convenience, swift access to product-related statistics, customer reviews, and social media interactions (Tandon & Ertz, 2021). Consumers engage in online shopping to save time and explore a wide variety of products and services. Both males and females exhibit similar behaviors, preferring home delivery facilities while disliking the inability to physically touch and feel the product (Rahman et al., 2018). In today's busy world, online shopping serves as an easy solution, saving crucial time for modern individuals who are reluctant to spend excessive time shopping (Rahman et al., 2018). The global trend of shopping is rapidly shifting towards online platforms, driven by factors such as social networks, demand-driven clothing, diverse product offerings, convenient ordering systems, and discounts on customer satisfaction (Napompech, 2014). Additionally, the popularity of online shopping in Nepal is fueled by cost reductions in technology-

based goods, affordable internet services, and easy accessibility (Vaidya, 2019).

Product quality encompasses customers' overall evaluation of the excellence of a good or service's performance (John, Mowen & Michael 1997). Studies indicate positive correlations between product quality and customer satisfaction (Jahanshahi et al., 2011; Niroula, 2020; Momtaz et al., 2011). Factors like convenience, web design, time-saving, and security also significantly impact customers' satisfaction with online shopping in Kathmandu Valley (Tamrakar, 2016). Website quality, payment methods, e-service quality, and delivery services are identified as important determinants of customer satisfaction in online shopping (Mustafa, 2011; Guo, Ling, & Liu, 2012). Various factors such as offers, best prices, good products, and ease of shopping influence customer satisfaction in online shopping (Muruganatham et al., 2016). Furthermore, demographic factors such as age, gender, educational qualification, area of residence, and online shopping expenses are associated with customers' satisfaction with online shopping (Ganapathi S., 2018; Bama & Ragaprabha, 2016).

The growth of online clothing stores in Nepal is intricately linked to factors such as service quality, technological adaptation, pricing, trust-building, and the overall online customer experience. A comprehensive understanding and effective addressing of these aspects are essential for sustained success in the online retail landscape.

1.3 CONCEPTUAL FRAMEWORK

The following conceptual framework shows the interrelationship between the independent and dependent variables. The idea is developed based on the review of literature and study variables are selected following the specific objectives. The research hypotheses are prepared based on this conceptual framework.

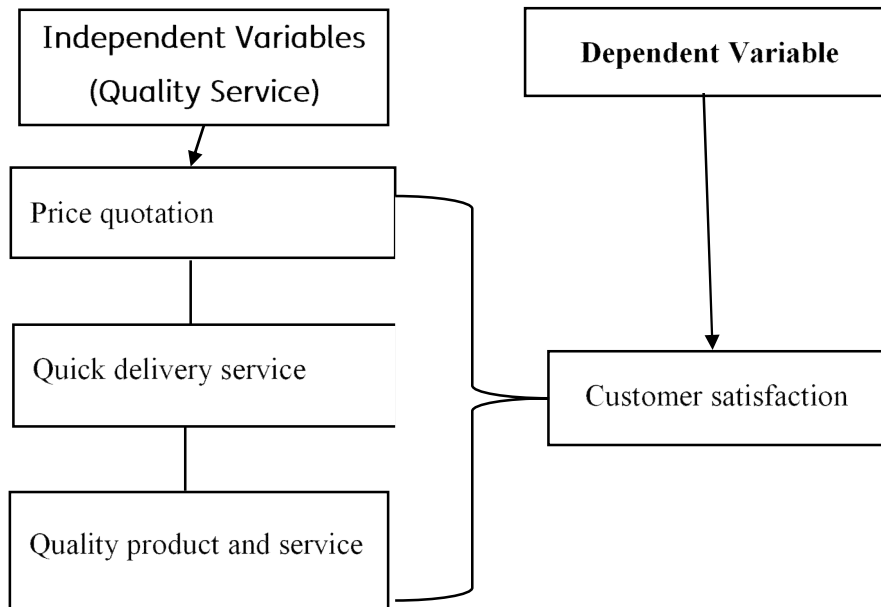


Figure 1: Conceptual framework

Quality service can impact customer satisfaction in any kind of business and service. Here, price quotations, quick delivery service, and quality products are included as quality service. The study has defined the study variables as below:

Price Quotation: Price is the most important factor that every customer around the world considers before making any purchase. Price involves checking the respondent's attitude to save money when shopping online. Customers can have multiple options to choose reliable online clothing retailers by comparing one product's price of one online store with another one as a result of the growing number of online clothing stores.

Quick Delivery Service: Delivery of product is the process of handing over the ordered product to the customer by the retailers. Since online shopping seems increasing day by day all around the world, the number of delivery agencies has also increased. The agency that performs better is selected to be a reliable delivery agency. Hence to retain the customer's loyalty and trust, the online retailer has to acknowledge the desires of the customer.

Quality Product and service: Product quality means incorporating features that can meet consumer needs and wants and give customer satisfaction by improving products and making them free from any deficiencies or defects. Customers expect you to deliver quality products. So, companies can build a reputation for quality by gaining accreditation with a recognized quality standard.

Customer Satisfaction: Customer satisfaction is the extent to which customers' expectations and desires regarding a product or service are met or exceeded. It serves as a key indicator of customer loyalty and the overall success of a business. High levels of customer satisfaction often led to increased customer loyalty and positive recommendations to others.

1.4 RESEARCH HYPOTHESIS

The study has prepared the following research hypotheses based on the above specific objectives and conceptual framework:

H01: There is no significant effect of price quotations on customer satisfaction in online clothing stores in Nepal.

- H02: There is no significant effect of quick delivery service on customer satisfaction in online clothing stores in Nepal.
- H3: There is no significant effect of quality products and services on customer satisfaction in online clothing stores in Nepal.

2. MATERIALS AND METHOD USED

The study employed both descriptive and analytical research designs to examine the relationship between independent variables (price quotations, quick delivery service, and quality products and services) and dependent (customer satisfaction in online clothing stores), and assess the effect of price quotations, quick delivery service, and quality products and services on customer satisfaction in online clothing stores. The study targeted customers involved in online clothing shopping as the theoretical population. The respondents were selected through the snowball sampling method. Primary data was collected by using online questionnaire surveys through email, Messenger,

WhatsApp, and Vivar. The questionnaire has been developed on a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5). As part of this survey, 200 questionnaires were distributed, but among them, 140 questionnaires were returned, with complete responses so the study considered the same number (140) as a final sample size. The statistical analysis was done with the use of the SPSS 26 spreadsheet. The study adopted descriptive statistics like mean, standard deviation, covariance, independent sample t-test, and inferential statistics such as correlation and regression to analyze and interpret the data.

2.1 RELIABILITY ANALYSIS

The study did the reliability and validity test of data to ensure the quality of the study. According to Gliem & Gliem (2003), Cronbach's Alpha was used to assess the reliability and validity of each question in the presented dataset. The reliability of the items is shown below in Table 1.

Table 1: Reliability results of study variables

S.N.	Variables	Cronbach's Alpha Coefficient
1	Price quotations	.753
2	Quick delivery service	.739
3	Quality products and services	.792
4	Customer satisfaction	.758

Source: Field Survey 2023

Table 1 presents the internal consistency of price quotations, which is reflected in a Cronbach's Alpha of 0.753, signifying good reliability. The Quick delivery service, however, falls slightly below the desired threshold with a Cronbach's Alpha of 0.739. In contrast, Quality products and services showcase a robust internal consistency, evidenced by a high Cronbach's Alpha value of 0.792. Likewise, Customer satisfaction attains a Cronbach's Alpha of 0.758, indicating good reliability. Except for Quick delivery service, all variables demonstrate satisfactory levels of

internal consistency, affirming the reliability of the items utilized in the study.

3. RESULTS

This section gives the detailed analysis, presentation, and interpretation of the data based on the specific objectives.

3.1 RESPONDENTS' PROFILE

As shown in the figure out of the total respondents, 60% are females followed by 40% of males who were doing online clothing shopping. According to the data, comparatively, females were found more active in online shopping.

Table 2: Gender Profile

Gender	No. of Response	Percentage
Female	84	60
Male	56	40
Total	140	100%

Source: Field Survey 2023

3.2 DESCRIPTIVE STATISTICS

The study did a descriptive analysis of all major study variables to know the level of prevalence. Table 3 reveals that the average across all variables surpasses the 3-mean value, suggesting a consensus among respondents. Notably, the independent variable "Quick Delivery Service" exhibits the highest mean value at 3.70, outpacing other variables such as Price Quotation, Quality Product and

Service, and Customer Satisfaction. When considering Standard Deviation and variance, the independent variable "Quick Delivery Service" stands out with the highest values, registering at 0.982 in Standard Deviation. Subsequently, Quality Product and Service, Price Quotation, and Customer Satisfaction follow in descending order.

Table 3: Descriptive statistics

Variables	Mean	S. D
Price Quotation	3.38	0.805
Quick Delivery Service	3.70	0.982
Quality Product and service	3.32	0.911
Customer Satisfaction	3.14	0.671

Source: Field Survey 2023

3.3 INDEPENDENT SAMPLE T-TEST

The study ran the independent sample t-test to know the mean difference between males and females regarding their response to the study variables. Table 4 shows that there is no statistically significant difference between the male and females regarding their perceptions of price quotations ($p = 0.172$), quick delivery service ($p = 0.235$), quality products and services (p

$= 0.104$), and customer satisfaction ($p = 0.786$) because p-value of each variable is greater than 0.05 significant level. The result indicates that there was a similar type of perception of both male and female customers towards online clothing purchases, as well as a similar type of satisfaction found in males and females.

Table 4: Independent sample t-test

Variables	Group	No	Mean	SD	P- value
Price quotations	Male	56	3.70	0.52	0.172
	Female	84	3.66	0.73	
Quick delivery service	Male	56	3.73	0.61	0.235
	Female	84	3.61	0.79	
Quality products and services	Male	56	4.16	0.62	0.104
	Female	84	4.13	0.81	
Customer satisfaction	Male	56	3.58	0.48	0.786
	Female	84	3.41	0.68	

Source: Field Survey 2023

3.4 RELATION BETWEEN VARIABLES

The data presented in Table 5 demonstrates the correlation coefficient between price quotations and customer satisfaction is 0.213, reflecting a favorable correlation between the two variables. Similarly, there is a positive relationship between customer satisfaction and quick delivery service ($r = .484$). Likewise, there is a positive relationship between customer

satisfaction and quality products and services ($r = .575$), showing that favorably correlated with customer satisfaction. According to the findings, there is a strong correlation between quality products and services with customer satisfaction. The result indicates that if there is a change in independent variables then it can positively change the dependent variable.

Table 5: *Relation between variables*

	PQ	QDS	QPAS	CS
PQ	1			
QDS	.124*	1		
QPAS	.139*	.143*	1	
CS	.213**	.484**	.575**	1

Source: *Field Survey 2023*

Where PQ = price quotations, QDS = quick delivery service, QPAS = quality products and services and CS = customer satisfaction

3.5 REGRESSION MODEL

The regression equation presented herein is employed to ascertain the effect of price, convenience, quick delivery service,

and quality product and service on customer satisfaction from online shopping.

Table 6: *Model Summary*

	Coefficient	Sig
(Constant)	1.587	0.000
Price quotations	0.103	0.193
Quick delivery service	0.031	0.034
Quality products and services	0.330	0.004
R ²	0.388	
F value	18.16	
p-value	0.000	

Source: *Field Survey 2023*

The regression analysis reveals significant insights into the factors influencing the dependent variable. The intercept, representing the expected value when all independent variables are zero, is statistically significant ($p = 0.000$). Among the independent variables, Quick Delivery Service ($p = 0.034$) and Quality Products and Services ($p = 0.004$) demonstrate statistically significant positive relationships with the dependent variable. The coefficient

for Quick Delivery Service suggests a 0.031 unit change in the dependent variable for a one-unit change, while Quality Products and Services show a more substantial impact with a coefficient of 0.330. However, Price Quotations lack statistical significance ($p = 0.193$). The overall model is robust, as indicated by a significant F value (18.16, $p = 0.000$), and it explains approximately 38.8% of the variance in the dependent variable, as denoted by the R-squared value of 0.388.

3.6 SUMMARY OF HYPOTHESIS TESTING

The study has prepared the three null hypotheses to test the level of

significance between the independent and dependent variables.

Table 7: Summary of Hypothesis Testing

	Effect	Result
H01	Price quotations on Customer satisfaction	The null hypothesis is Accepted
H02	Quick delivery service on Customer satisfaction	The null hypothesis is Rejected
H03	Quality products and services on Customer satisfaction	The null hypothesis is Rejected

Source: Field Survey 2023

From Table 7, the result of H01 shows that there is no significant effect of price quotations on customer satisfaction in online clothing stores because the p-value of this relationship was more than .05 significant levels. Similarly, H02 presents a significant effect of quick delivery service on Customer satisfaction which rejected the null hypothesis. Similarly, H3 also shows the significant effect of quality products and services on customer satisfaction so it also rejected the null hypothesis.

Overall, the hypotheses test shows that out of three main independent variables: price quotation, quick delivery, and product quality, only two variables except price quotation have a significant effect. It indicates that customers are more aware of product quality and service delivery than price. If product quality is good and service delivery is satisfactory then customers are ready to pay the reasonable cost of goods. The result suggests improving the product quality and service to increase the sales of online shopping of clothing.

4. DISCUSSION

The study conducted an in-depth analysis to investigate various aspects of online clothing purchases, employing a variety of statistical techniques. First, the independent sample t-test revealed that there were no statistically significant differences between male and female respondents regarding their perceptions of price quotations, quick delivery service, quality products and services, and customer

satisfaction. This indicates uniformity in the perceptions and satisfaction levels of both genders in the context of online clothing purchases. Furthermore, correlation coefficients in Table 5 highlighted positive relationships between price quotations and customer satisfaction, quick delivery service and customer satisfaction, and quality products and services and customer satisfaction, suggesting that favorable changes in these independent variables could positively impact customer satisfaction. The subsequent regression analysis substantiated these findings, indicating significant positive relationships between quick delivery service, quality products and services, and customer satisfaction. Previous studies have also found that customer satisfaction among online shoppers is influenced by product delivery, perceived security, information quality, product usability, credibility, service quality, and transaction costs (Lim et al., 2016; Mofokeng, 2021). Additionally, the findings are supported by the findings of Niroula (2020), Guo, Ling, and Liu (2012), Jahanshahiet al. (2011), Momtaz, et al. (2011), Momtaz et al. (2011) Tamrakar (2016), and Niroula (2020) found that there is a positive correlation between product quality with customer satisfaction. However, the study found no significant relationship between price quotations and customer satisfaction. The finding of this study is inconsistent with the findings of Muruganantham, Nandhini, Nivetha, and Nandhini (2016) because their study revealed that factors such as offers, best

prices, and good products were the major factors influencing customer satisfaction.

The hypothesis testing further confirmed these results, revealing that only price quotations did not significantly impact customer satisfaction, while quick delivery service and quality products and services exhibited significant effects. This implies that customers prioritize quality and service over pricing in the context of online clothing purchases. Consequently, the study recommends a focus on enhancing product quality and service delivery to augment online clothing sales.

5. CONCLUSION

In conclusion, this study delved into the dynamics of online clothing purchases, employing a multifaceted approach to examine various facets of customer perceptions and satisfaction. The analysis revealed a notable absence of statistically significant differences between male and female respondents in their views on price quotations, quick delivery service, quality products and services, and customer satisfaction. This suggests a shared perspective and satisfaction level among both genders in the realm of online clothing shopping. Correlation coefficients underscored positive relationships between crucial variables, affirming that improvements in price quotations, quick delivery service, and quality products and services could positively influence customer satisfaction. Subsequent regression analysis solidified these findings, uncovering significant positive associations between quick delivery service, quality products and services, and customer satisfaction. Notably, the study discerned that price quotations did not wield a significant impact on customer satisfaction, emphasizing the heightened importance customers place on product quality and service delivery over pricing. Hypothesis testing reinforced these conclusions, revealing that, of the three key independent variables, only price quotations did not significantly affect customer satisfaction. As such, the study advocates for a strategic focus on enhancing product quality and

service delivery as a means to augment online clothing sales, recognizing these factors as pivotal influencers of customer satisfaction in the digital retail landscape.

6. IMPLICATIONS

Online clothing retailers must go beyond competitive pricing to enhance customer satisfaction. The research underscores the critical role of quick delivery services, urging investment in efficient logistics. Product quality and service significantly impact satisfaction, demanding focused attention. Prioritizing high-quality products and exceptional service enhances overall satisfaction. Recognizing the multifaceted nature of customer contentment, a comprehensive approach is vital. Considering factors like delivery services and product quality creates a positive shopping experience. Continuous improvement strategies, based on feedback and technology, ensure responsiveness to dynamic customer preferences.

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