



International Journal of Engineering, Business and Enterprise Applications (IJEBA)

www.iasir.net

TRANSFORMING SHOPPING INTO EXPERIENCE- A STUDY OF CONSUMER BEHAVIOUR TOWARDS ONLINE CLOTH BUYING

Manoj Kumar

Assistant Professor, Department of Commerce and Management,

S.D. (P.G.) College, Panipat,

Kurukshetra University Kurukshetra, Haryana, India

Abstract: India has the world's fourth largest net user base that crossed the 100 million mark recently. Better connectivity, booming economy and higher spending power helped the Indian e-commerce market to come up with huge revenue. With the increasing net skills, the prospect of online marketing is increasing in India. The customers indulging in online shopping consider several factors. If companies analyse the factors affecting consumer behavior towards online shopping and also the relationships between these factors and also the kind of online buyers, then they will devise effective marketing methods to convert potential customers into active ones, while holding existing online customers. The target is to explore the factors that influence online purchase, the psychographic profile of the consumer groups and understanding the shopping decision process.

Keywords: Online, Garments, Shopping, Marketing and Buying behaviour

I. INTRODUCTION

With the increasing net skill, the prospect of online marketing is increasing in India. The customers humoring in online shopping take into account several factors. If companies analyse the factors affecting client behavior towards online shopping and also the relationships between these factors and the kind of online buyers, then they will devise effective marketing methods to convert potential customers into active ones, while retaining existing online customers. This project may be a part of study, and focuses on factors that online Indian buyers keep in mind while shopping online. This analysis found that information, perceived quality, simple use; perceived enjoyment and security/privacy are the five dominant factors that influence client perceptions of online buying. The two views that obtain application of its information are micro and societal or macro views. The micro views involve understanding consumer for the aim of serving to a firm or organization to attain its objectives. The people concerned in this field try to understand consumers in order to be more effective at their tasks. Whereas the societal or macro views applies information of customers to aggregate- level faced by mass soar society as a whole. The behavior of clients has important influence on the quality and level of the standard of living.

II. LITERATURE REVIEW

Clothing, as a matter of truth, may be a kind of necessity that helps keep our bodies warm. Human beings cannot live without the protection from garments in adverse conditions and this signifies how necessary article of clothing is for us. Nowadays, in addition to the essential functions, garments may function as fashion things, which might tell how important a personal is, express the status a personal has and what their personal image is like (O'Cass, 2000). Thus, clothing will facilitate to represent our personal identity. Buying garments are one among the popular pastimes among people from all ages, different genders and cultural backgrounds. According to the proliferation of style and image within the clothing sector, customers ought to take serious thought throughout the shopping processes. As mentioned by Rayport and Jaworski (2003), the buying processes may be divided into three stages, particularly pre-purchase, purchase and post-purchase. Every stage is of equal importance that may alter the consumer shopping decision. Once customers create a purchased decision, customers might have to acknowledge their personal desires, scan product information, decide which and where to shop for, verify whether or not to shop for once more from same retailer, select the shopping modes, show satisfaction to the services or product quality and at last be loyal to the brand. These highlight the complication of shopping processes and also the potential impact fashion clothing might impose in between them. Consumer behaviour refers to the activities during which people acquire, consume and dispose products and services (Blackwell et al., 2001). Consumers use to pick, secure, use and eliminate any products and services that satisfy their desires. Firms will satisfy those desires solely to the extent that they perceive their customers.

III. RESEARCH DESIGN

Objectives

The project focused on finding out the Consumer Behavior Pattern on Online Buying the Cloths. The stated objective of the study was further broken down to secondary objectives which aimed at finding information

regarding the cloths purchased by student, frequency of purchases, average spending, factors affecting online buying decision process etc.

Sample Design: A Sample Design is a definite plan for obtaining a sample from a given population. It refers to the technique to the procedure adopted in selecting items for the sampling designs are as below:

Sample Size: The substantial portions of the target customer that are sampled to achieve reliable result are 100.

Universe: Online Shoppers of Panipat city

Sampling Method:

Non-probability sampling method: Convince Sampling

Data Collection Technique:

The study was conducted by the means of personal interview with respondents and the information given by them were directly recorded on questionnaire. For the purpose of analyzing the data it is necessary to collect the vital information. There are two types of data, this are-

Primary Data:

Questionnaire method

Secondary Data:

Books, Magazines, Journals, News paper articles, Websites, etc.

Data Analysis Techniques:

The percentage method, mean and standard deviation techniques were used to analyze the data and interpretation was given on that basis.

IV. DATA ANALYSIS AND FINDINGS

Table 1: Demographic Features

Categories	%age of Responses
Gender	
Male	52
Female	48
Age	
Under 21 years	11
21-29 years	30
30-39 years	33
40-49 years	19
50 + years	7
Education level	
Did not complete secondary school	7
XII Pass out	18
Diploma Holder	8
Undergraduate	37
Postgraduate	30
Occupation	
Business owner	8
Manager/administrator	24
Teacher/lecturer	11
Self-employed/professional	14
Government Employees	8
Sales, clerical, or service worker	7
Machine operator, or trade worker	5
Student	23
Annual Income	
Less than 50,000	15
50,000 to 99,999	11
1,00,000 to 1,49,999	28
1,50,000 to 1,99,999	29
2,00,000 +	17

Table 1 shows about 52% of the respondents were male and 48% were female. 30% of respondents were in the age group of 21-30, 37% of respondents were under graduates, 30% were Post Graduates and Up to 12Th or below, among income group 27 % of respondents were income group of Rs. 1,00,000-Rs. 1,49,999. 14 % of respondents were self employed and 23 % were found student.

Table 2: Satisfaction Factors' Analysis

Website Variables	Mean	Std. Deviation
Website Design Factor		
Competitive Effective.	3.44	1.18
Quick and easy Transaction Completion.	3.42	1.18
Good Number of options available	3.42	1.16

Provides in-depth information.	3.38	1.19
I feel comfortable in surfing site/s.	3.37	1.13
Saves Time (Not too much Links).	3.32	1.24
Overall mean of Website Design Factor	3.39	1.18
Website Reliability/Fulfillment Factor		
Delivery of product as per specification shown	4.08	0.94
Timely Delivery	3.67	1.10
Overall mean of Website Reliability/ Fulfillment Factor	3.88	1.02
Website Customer Service Factor		
Fast Reply on Inquiries	3.45	1.02
Companies willingness and readiness to respond to Customer needs.	3.55	1.05
Easiness of complaint Handling Process	3.24	0.96
Speed of complaint Redressal	3.50	1.08
Overall mean of Website Customer Service Factor	3.43	1.03
Website Privacy/Security Factor		
I feel safe in my transactions with this website.	3.12	1.13
This website has adequate security features.	3.11	1.02
I feel that my privacy is protected at this site.	3.05	1.03
Overall mean of Website Privacy/Security Factor	3.09	1.06

Firstly, the website design factor had; as stated in Table 2; the overall mean score is 3.39. But factor competitive effectiveness and easiness of order completion process has slightly high mean rest all web design related means varies nearly. The second factor i.e. web site reliability has average of 3.88 with less variation in series. Online buyers are more satisfied with delivery of products as per specification. Another factor analysed was customer services showing average of 3.43. Beside this customer has doubt in privacy policy of online shopping sites with overall mean of 3.09.

V. CONCLUSION

The apparel market is growing very fast. Hence, the need of today is to understand the consumer psyche and proceed accordingly, this experimental study examined the influence of demographic and Consumer buying attributes which influence the cloth buyer decisions. It was found a strong inter-dependence between a few variables affecting online buying behavior. E-Banking is also slowly becoming a popular mode of payment and i found a relationship between people who use E-Banking and their frequency of online purchases too. Interestingly, it was found that gender does not have any major impact on the average amount spent over the Internet in a month, but it does have a relationship with the frequency of purchases. Also, the income of an individual does not have show any significant relationship with the frequency of purchases.

REFERENCES

- [1]. Angel, james f., kollat, david t. &blackwell, roger d.(1968).Consumer behaviour.dryden press Illinois, 18.
- [2]. Krishna, c. V.(2011).Determinants of consumer buying behaviour: an empirical study of private label brands in apparel retail.vilakshan: the ximb journal of management, 8 (2),43- 56.
- [3]. Jin & Kang.(2010).Face or Subjective Norm? Chinese College Students' Purchase Behaviours towards Foreign Brand Jeans,Clothing and Textile Research Journal,28(3),218- 233.
- [4]. Solomon, M.R&Rabolt,Nancy J.(2006).Consumer Behaviour in Fashion,Pearson Education
- [5]. Zhang, Z., Li, Y., Gong, C. and Wu, H. (2002), "Casual wear product attributes: a Chinese consumers' perspective", Journal of Fashion Marketing and Management, Vol. 6 No. 1, pp. 53-62.
- [6]. www.abhinavjournal.com/journal/index.php/ISSN-2277.../article/.../pdf_15
- [7]. <http://www.magscholar.com/joomla/images/docs/ajbr/ajbrv1n2/Online%20Shopper%20Behavior%20Influences.pdf>