

A Study of Online Apparel Shopping Behaviour in Gorakhpur

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Abstract: *One of the fastest growing segments of e-commerce is online purchasing of apparel. Online shopping has become a trend in India. People are doing online shopping more comfortably as compared to previous scenario. People are purchasing various product categories over the internet. This study focuses on the online shopping behaviour of the shoppers when consumer purchasing apparel product category online. The purpose of this study is to understand the online shopping behaviour of the shoppers for apparel products and determine the association of demographic variables of customer with the frequency of buying apparel products online. The hypotheses have been formulated for this study with the help of previous research. This research employed description research design and survey method for collecting data from Gorakhpur. A chi-square test has been employed for checking association between demographic variables and frequency of buying apparel products online. This study found that size issue and quality issue are the main concern of the shoppers while purchasing apparel online.*

Key Words: *Online shopping behaviour, Apparel, Internet shopping.*

1. INTRODUCTION:

Online goods have become an important part of company business scope, regardless of their nature of conducting business as online companies or conventional companies that are yet to develop online services. As much as it is important to get customer satisfaction with “conventional” services, companies are also eager to have satisfied customers by offering their online services. Attitudes towards Online-shopping were mediated by internet search instead of having a direct relation on e-shopping intention. Furthermore, slanted norm not only had an effect on the intention to shop online, but also turned out to affect attitude towards Online-shopping. Aspire of this review is to identify the main attributes that affect consumer purchases of apparel. Implication for online retailers is that they should focus on making the familiarity of online shopping more accommodating and more user-friendly. This is important because the positive skin of online shopping (‘convenience’, ‘usefulness’, ‘ease of use’, and ‘efficiency’) appear to be more important than the unenthusiastic features (‘lack of security’, ‘privacy of information’ and ‘online fraud’). The transaction factor is a vital part of online shopping. For many consumers who buy apparel online, convenience, ease of use, security, usefulness, and value are unmistakably the primary benefits. Above all, the internet search component is a critical concept in the behavior of online shopping for apparel. The Indian consumer market, which primarily dominated by young generation, the students in general had positive attitudes towards shopping online for products. Online purchasing behaviour has attracts the interest of scholars. There is need to further understand online purchasing of consumers. Online purchasing behavior is the act in which consumers actually pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs (Shim et al., 2001). For apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk (Beck, 2001). However, due to convenience (Beau dry, 1999), good price (Beau dry, 1999), and product variety, consumers used Internet for product purchasing as well as information search. The present research intends to discover how innovativeness of the consumer is related to information search and purchasing behavior.

2. OBJECTIVES OF THE STUDY:

The following are the objective of study;

- To study the factors which motivate consumer towards online shopping of apparel products.
- To determine the effect of demographic variables on online shopping behaviour for apparel products.

3. LITERATURE OF REVIEW:

Researchers have attempted to identify factors affecting Indian consumers’ online purchase behaviour from various perspectives (Bhatnagar & Ghose 2004; Jarvenpaa & Todd, 1996); purchase behavior from consumer demographics (Chau et al., 2001). Several factors affect online buying decisions of consumers. Consumers’ attitude and

shopping intentions on the Internet are guided by a wide variety of situational factors, like geographical distance, lack of mobility, time pressure, attractiveness of alternatives and need for special items. Important attributes of online shopping are convenience and accessibility to most consumers (Wolfenbarger & Gilly, 2001). Online shopping decisions are also influenced by the type of product or service. Absence of aid and the lack of physical contact in shopping on the Internet is one factor that influences this suitability. The need to feel, touch, smell, or try the product, which is not possible when shopping online is another factor. An individual's response to a task involving judgment is based on three aspects viz., individual's past experiences, the context or background and the stimulus (Helson, 1964)

Generally positive attitude towards shopping online for apparels was shown by women (Hirst & Omar, 2007). Although women are aware of some of the discouraging features of online shopping for apparels, these features do not deter them from buying online. The Internet user base is growing rapidly in India and it is inspiring to see that women user base is also increasing rapidly (Jain et al., 2014). It is clear that Internet is empowering Indian women with easy access to information and helping them to make more informed decisions in their day-to-day life.

There is different study available which find the association of demographic variables and frequency of buying online (Bhatt Sonia, 2019; Richa D.H, 2012). It is also required to analyse the association of demographic variables of the shoppers with the frequency of shopping apparel product online.

A marketer often encounters the difficulty of understanding and managing the dynamics of female consumer behavior. This necessitates a study of behavioral issues in online retail shopping in establishing an online presence. Although the number of female consumers buying online products and services continue to increase in India, the success of some e-retailers and the failure of some, emphasizes the need for analysis in terms of behavioral issues. Further, what leads a female buyer to shop online also evoked a lot of interest from both the researchers and marketers. An understanding of the effects of the demographic, psychographic and situational factors on female consumer's decision to shop online needs further exploration. Research pertaining to behavioral issues is fragmented and lacking in online marketing. This leads us to the theoretical framework for the current study.

4. HYPOTHESIS OF THE STUDY:

H₀: There is no significant association between demographic variables and frequency of buying apparel online.

H₁: There is a significant association between demographic variables and frequency of buying apparel online.

5. RESEARCH METHODOLOGY:

The current study includes a survey research method in order to determine factor affecting online apparel shopping behavior and examine the role of demographic variables in effecting the frequency buying apparel online. Self-administered questionnaire were prepared for this study question related to online shopping of products. This paper include a sample population drawn from consumer who have experienced online shopping of apparel product data collected from Gorakhpur only. Convenience sampling was employed for distribution of questionnaire to respondents. Responses were collected through offline mode. A descriptive analysis was initially performed to provide information pertaining to the demographics of the respondents. The sample size for this study is 107. Questionnaire includes five demographic variables, three 5 points Likert type question and five multiple choice question.

Associative analysis in the form of a chi-square analysis was conducted to test for association of the demographic variables of the shoppers to the frequency of buying apparel products online. With the help of SPSS, hypothesis testing was subsequently conducted to determine whether hypothesis proposed based upon a review from existing literature are supported or not supported.

6. DATA ANALYSIS :

6.1 Descriptive Statistics

Demographic variables of the respondents provide the full information about the customers' life-style and their preferences. It is require analyzing demographic profile variables of the customers for getting more in-depth information about the customers. Table 1 includes the descriptive statistics of this study which indicated that 51.4 percent were male and 48.6 percent were female. Out of total respondents 42.1 percent respondents were married and rest are single.

Table 1: Distribution of Respondents on the basis of demographic variables

Demographic Variables	Frequency	Percentage
<i>Gender</i>		
Female	52	48.6%
Male	55	51.4%

Age		
Below 18 years	24	22.4%
18-30 years	56	52.3%
30-40 years	17	15.9%
Above 40	10	9%
Qualification		
Higher Secondary	11	10.3%
Intermediate	29	27.1%
Graduation	48	44.9%
Post-Graduation	19	17.8%
Marital status		
Single	62	57.9%
Married	45	42.1%
Occupation		
Student	35	32.7%
Service	33	30.8%
Business	18	16.8%
Others	21	19.6%

Data were collected from Gorakhpur for this study. Majority of the respondents belongs to the age category of 18-30 years. Total 44.9 percent respondents were graduated, 17.8 percent were post graduate & above, 10.3 percent were higher secondary and 27.1% were intermediate students.

6.2 Frequency of buying Apparel products online

People are now purchasing apparel products online. People want to save their time while doing shopping. People have occupied life so they want an easy way out for shopping. Specially, apparel products require lot of shopping effort. Online shopping provides lot of benefits to the consumer. In this paper, it is required to determine the frequency of buying apparel products online. This will indicate how addictive consumers are for the apparel online shopping. As per Table2, majority of male are doing apparel online shopping. Male were purchasing apparel online more as compared to the female. Majority of respondents are purchasing apparel product online 2-5 times in a year. This study indicated that majority of the respondents frequently purchased apparel product online.

As per table2, 37.4% respondents purchased apparel product online 2-5 times in a year, 31% purchased more than 5times apparel product online, 20.6% respondents purchased 1-2 times apparel product online and rest 10.3% didn't purchased apparel product online last year. This table indicated that majority of the respondents are purchasing apparel product online. Males are doing more apparel online shopping as compared to female of the study. People have occupies life so online purchasing give them option to save their time in the process of shopping. Only few people didn't purchased apparel online last year. This gave a positive indication that people are moving towards online shopping for apparel products.

Table 2: Frequency of buying Apparel products online

Gender * Frequency of purchasing apparel online in last year Crosstabulation

			Frequency of purchasing apparel online in last year				Total
			1-2times	2-5 times	More than 5	No	
Gender	Female	Count	12	19	15	6	52
		% within Gender	23.1%	36.5%	28.8%	11.5%	100.0%
	Male	Count	10	21	19	5	55
		% within Gender	18.2%	38.2%	34.5%	9.1%	100.0%
Total		Count	22	40	34	11	107
		% within Gender	20.6%	37.4%	31.8%	10.3%	100.0%

It is clear that people are browsing about apparel products online. It is essential to determine the reasons for their browsing. As per Table3, majority of respondents browsed for apparel for purchasing purpose. Total 29.9% respondents were browsed about apparel for purchasing purpose, 27.1% of the respondents were browsed about the apparel for acquiring information regarding it, 22.4% for seeing the variety of the apparel products and rest of the respondents for exploring the new trend or arrival.

Table 3: Reasons for browsing about apparel product online

Gender * For what reason you are browsing apparel product online? Cross tabulation

			For what reason you are browsing apparel product online?				Total
			Acquiring apparel product information	to see the variety of apparel products	for purchasing purpose	to find the new trend or new arrival of the brand	
Gender	Female	Count	12	11	16	13	52
		% within Gender	23.1%	21.2%	30.8%	25.0%	100.0%
	Male	Count	17	13	16	9	55
		% within Gender	30.9%	23.6%	29.1%	16.4%	100.0%
Total	Count	29	24	32	22	107	
	% within Gender	27.1%	22.4%	29.9%	20.6%	100.0%	

People are browsing about the apparel online and even showing their interest for purchasing it. Majority of the people are purchasing apparel online frequently in a year. Now, it is essential to determine what lead to them for this. Which variable make them or motivate them for the same. People are considering apparel online shopping is easy, convenient and time saver. This study included three Likert type 5 points scale question for determining the response of the respondents.

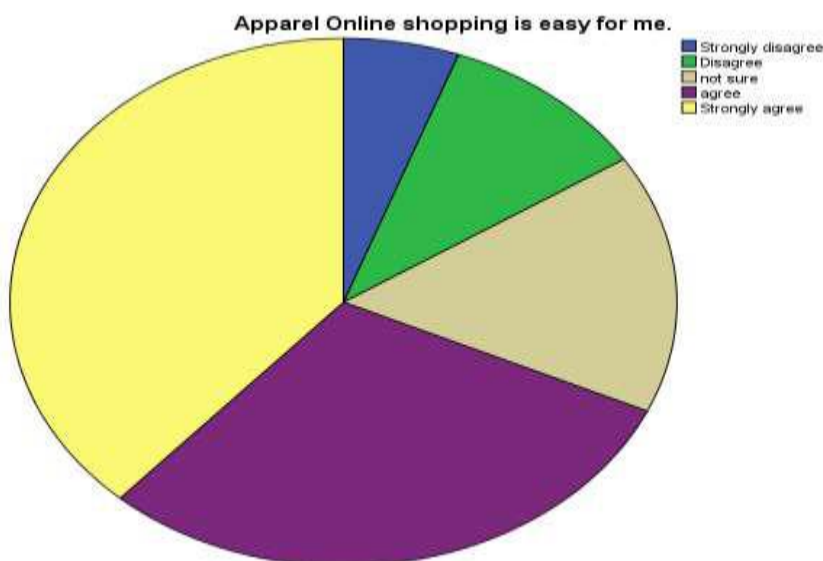
Table4,5 and 6 indicated the response of the respondents about the easy, time saver and number of variety available. As per table4, majority of the respondents were considered apparel online shopping is easy. As per Table4, 38.3% respondents were strongly agree that online shopping of apparel is easy, 29.9 were agree, only 15.9% were not sure, 10.3% of the respondents were disagree and only 5.6% of the respondents were strongly disagree from it. This table indicated that people are finding online shopping of apparel easy that's the reason they are moving from offline shopping to online shopping of apparel.

Table 4: Apparel Online Shopping (Easy)

Apparel Online shopping is easy for me.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	5.6	5.6	5.6
	Disagree	11	10.3	10.3	15.9
	not sure	17	15.9	15.9	31.8
	Agree	32	29.9	29.9	61.7
	Strongly agree	41	38.3	38.3	100.0
	Total	107	100.0	100.0	

Figure 1: Apparel Online Shopping



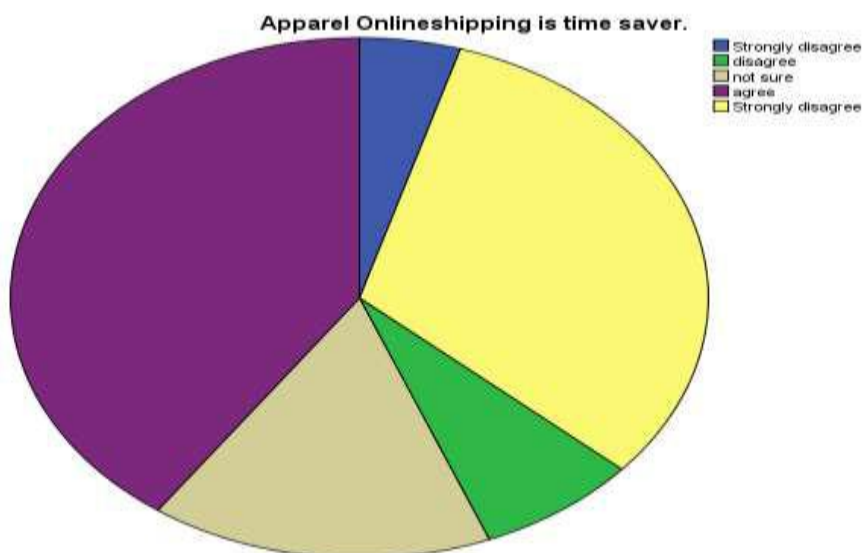
People are also considering apparel online shopping saves their time. According to Table 5, majority of the respondents were considered apparel online shopping is easy. As per Table 4, 31.8% respondents were strongly agree that online shopping of apparel is time saver, 40.2 were agree, only 15.9% were not sure, 7.5% of the respondents were disagree and only 4.7% of the respondents were strongly disagree from it. This table indicated that people are finding online shopping of apparel is a time saver that's the reason they are moving from offline shopping to online shopping of apparel.

Table 5: Apparel Online Shopping (Time Saver)

Apparel Online shipping is time saver.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	5	4.7	4.7	4.7
disagree	8	7.5	7.5	12.1
not sure	17	15.9	15.9	28.0
agree	43	40.2	40.2	68.2
Strongly disagree	34	31.8	31.8	100.0
Total	107	100.0	100.0	

Figure 2: Apparel Online Shopping (Time Saver)



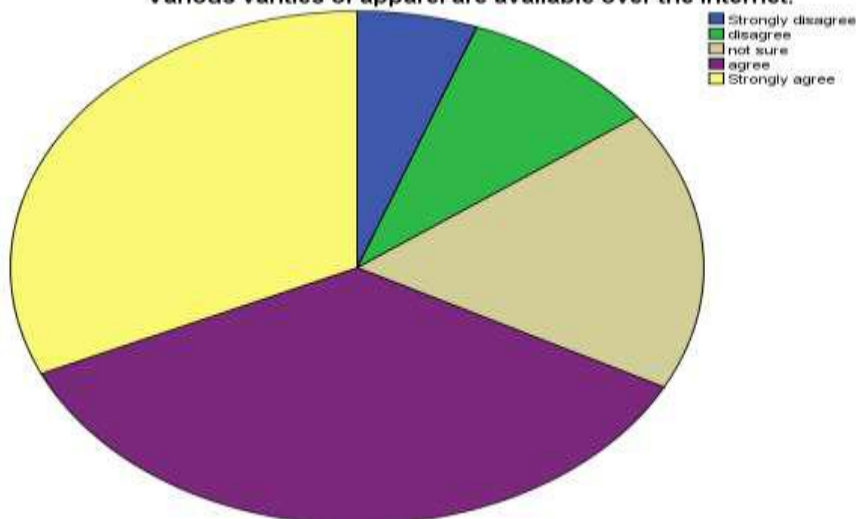
People are also doing apparel online shopping because of various varieties available online. According to Table 6, majority of the respondents were considered apparel online shopping because of various varieties available online. As per Table6, 31.8% respondents were strongly agree , 35.5 were agree, only 17.8% were not sure, 9.3% of the respondents were disagree and only 5.6% of the respondents were strongly disagree from it. This table indicated that people are doing online shopping of apparel because of various varieties available online that’s the reason they are moving from offline shopping to online shopping of apparel.

Table 6: Apparel Online Shopping (Variety Seeker)
Various varieties of apparel are available over the internet.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	5.6	5.6
	disagree	10	9.3	15.0
	not sure	19	17.8	32.7
	agree	38	35.5	68.2
	Strongly agree	34	31.8	100.0
	Total	107	100.0	100.0

Figure 3: Apparel Online Shopping (Variety Seeker)

Various varieties of apparel are available over the internet.

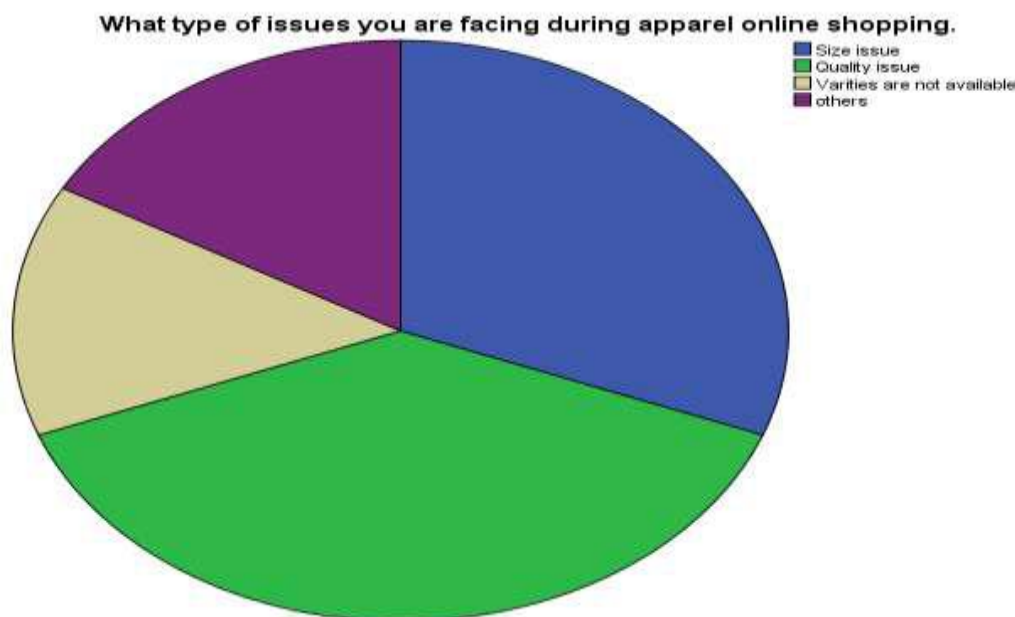


People are now doing online shopping for apparel. It is also required to analyse what problem they are facing while purchasing apparel online. Table7 indicated that majority of respondents faced quality issue while purchasing apparel online. As per the table7, 38.3% respondents found quality issue, 30.8% pointed out the size issue. For 14%, there are no much varieties available and rest of the respondents has other issues. It can concluded that majority of respondents have size issue and quality issue.

Table 7: Apparel Online Shopping: Issues
What type of issues you are facing during apparel online shopping.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Size issue	33	30.8	30.8
	Quality issue	41	38.3	69.2
	Varieties are not available	15	14.0	83.2
	others	18	16.8	100.0
	Total	107	100.0	100.0

Figure 4: Apparel online shopping: Issues



Association Of Demographic Variable With Apparel Online Shopping Demographic variables of the consumers give important information about the characteristics of the consumer. People are purchasing apparel online. It is essential to determine association of demographic variable with the frequency of purchasing apparel online. This paper included five demographic variables age, gender, marital status, occupation and level of education. Chi-square test was applied for finding the significant association between the variables.

Table 8: Association of Demographic variable with frequency of online shopping

S.No	Customers profile's variable	Chi-square (p-value)	Result
1.	Education	0.1	Not Significant
2.	Occupation	0.493	Not significant
3.	Age	0.2	Not Significant
4.	Marital status	0.1	Not significant
5.	Gender	0.859	Not significant

7. RESULT OF THE STUDY:

This study proposed one hypothesis. In this paper, researcher tried to find out the association between demographic variables with the frequency of the apparel online shopping. For checking the association between the variables, chi-square test was applied. This paper included five demographic variables so association of all five demographic variables was checked with the frequency of apparel online shopping. The result of this study is that all five demographic variables have no significant association with the frequency of apparel online shopping because p-value for all five variables have value more than 0.05. This study failed to reject the null hypothesis.

8. CONCLUSION:

Online shopping has now become trend in India. People are purchasing various categories of products online. Apparel product category is the most purchased category through online shopping. This study determined the association of demographic variables with the frequency of apparel online shopping. As per this study, majority of the respondents purchased apparel online to 2-3 times in a year. People have turned towards online shopping for apparel product categories because they considered apparel online shopping is easy and time saver. Majority of the respondents purchased apparel online because they are able to explore varieties of different apparel products in a single click. The association of demographic variables of the consumer and frequency of purchasing apparel product online is checked in this paper. This study concluded that there is no significant association between demographic variables and frequency of purchasing apparel online. This study also concluded that size issue and quality issue of the apparel products are

created problems to the consumer. E- Commerce companies should take care of size issue problem and quality issue problem. There is a positive indication that apparel online shopping will increase more in number.

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