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A Study on Consumer Behaviour towards Online Fashion Products in Virudhunagar City – College Girls

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Abstract

Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade. The speed of innovation increases day-by-day, and this era has the highest rate in the speed of the enhancement of technology in comparison with any previous era. The proposed study is an attempt to measure consumer behavior towards online fashion products in Virudhunagar district. The objectives of this study is to know female consumers awareness about online shopping and study about various factors influencing purchasing fashion products in online. The questionnaire collected from 70 female respondents. The study reveals that amazon and filpkart is the shopping site which is more preferable by young females. These sites are giving more advertisement through media like TV, Newspaper and websites while comparing other retailers. Most of respondents purchase fashion products online due to ease of purchase, clear & understandable, capability, and fit for their status, quick shopping, coupled with the discount benefits, compare variety of other items.

Keywords: Clothes, online shopping, fashion products, E-Commerce

Introduction

Online shopping is picking up and is becoming a trend. More consumers are indulging into internet shopping as seen by their search because of the value proposition it offers to a customer shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. ASSOCHAM has been reported that the number of consumers who purchase online is expected to cross 100 million by 2017 end with e-retail market likely jumping 65% on year in 2018. As we move into the twenty-first century, the way that firms and companies do business has changed, furthermore, it is readily apparent that such changes are attributable to the advent of the Internet. Today they are buying airline and railway tickets, books, home appliances, electronic gadgets, movie ticket, etc., by logging on to a website, than driving up to a store. It increases in usage of the online shopping so there is a need to increase in broadband penetration as it accelerates growth of online trade. Females play vital role in online shopping. Women behaviors towards shopping which acts like desire that her needs and family. Normally females are more in to online shopping because they enjoy doing shopping whether it is traditional shopping. The young female generation is more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. The popularity of online shopping is growing especially with regards to fashion products but the traditional retail stores are still popular and highly sought after. So this article studies about female consumer behavior towards fashion products.

Research Problem

There are millions of people accesses online at any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organisations is to understand what female consumer wants are and needs in this competitive

business environment. In the Internet shopping market since there is no face-to-face contact, analyzing and identifying factors that influence the consumer is important. The proposed study is an attempt to measure consumer behavior towards online fashion products in the proposed study district.

Review of Literature

Solomon (1998) studied the Consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

Monsuwe et al., (2004) also state that by incorporating these exogenous factors next to the basic determinants of consumers' attitude and intention to use a technology, the framework is applicable in the online shopping context. Additionally, for women who are not certain about which products best serve their needs the Internet has become a convenient and rich source of information for product comparisons.

K. Napompech(2014) study found that most of respondents purchases clothes through internet. The most important reason to buy casual clothes and bags from small retailers on the internet. Factors driving consumers to purchase clothes through e-commerce in social networks included the influence of the social network, demand-driven clothing, clothing diversity, convenience and security of ordering systems and discounts.

Objectives of the Study

The following are the main objectives of this study

- ✚ To know female consumers awareness about online shopping.
- ✚ To study about various factors influencing purchasing fashion products in online.

Research Methodology

The research is based upon primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

Sample design

Samples were collected from female consumers and buyers of online fashion products of Virudhunagar City. The researcher used in this study were 70 female college students between age group of 18- 24. This study group was selected based not only on the convenience of obtaining the sample but also on the likelihood that young women shop for fashion products in online.

Tools for analysis

For data analysis, percentage analysis, simple charting, frequencies test are used to understand the behaviour of the respondents for online fashion products.

Results and Discussions

The following are analysis and Interpretation

Table.1: Usage of Internet of the Respondents

S. No	Particulars	No. of Respondents	Percentage
1	Daily	51	72.9
2	2-3 days	05	7.1
3	Weekly	04	5.7
4	Monthly	10	14.3
Total		70	100.00

Source: Primary Data

Table shows that usage of internet of the respondents. Out of the total respondents 72.9% are using internet daily. 7.1% of the respondents are using internet 2-3 days. 5.7% and 14.3% of the respondents are using internet weekly and monthly. Majority (72.9%) of the respondents using internet daily.

Table 2: Detail about Card Having of the Respondents

S. No	Particulars	No. of Respondents	Percentage
1	ATM	38	54.3
2	Credit Card	09	12.9
3	Both	08	11.4
4	No Card	15	21.4
Total		70	100.00

Source: Primary Data

Table exhibit that card having of the respondents. 54.3% of the respondents having ATM card only. 12.9% of the respondents having credit card only. Only 11.4% of the respondents having both ATM and Credit cards. 21.4% of the respondents do not having cards. Most (54.3%) of the respondents having ATM card.

Table 3: Often Buy Products in Online of the Respondents

S. No	Particulars	No. of Respondents	Percentage
1	Often	04	5.7
2	Sometimes	56	80
3	Rarely	10	14.3
Total		70	100.00

Source: Primary Data

It inferred from above table that 5.7 % of the respondents buying fashion products often where as 80% of the respondents buy fashion products sometimes and 14.3% of the respondents buy fashion products rarely. Majority (80%) of the respondents buying fashion products sometimes.

Table 4: Type of Fashion Product Buy Online of the Respondents

S. No	Particulars	No. of Respondents	Percentage	Rank
1	Clothing	52	58.43	1
2	Accessories	30	33.71	2
3	Cosmetics & Perfumes	05	5.62	3
4	Foot wear	02	2.24	4
Total		89	100.00	

Source: Primary Data

According to the table 58.43% of the respondents purchasing clothes online, 33.71% of the respondents purchasing accessories, 5.62% purchase cosmetics & perfumes in online whereas 2.24% of the respondents purchase footwear for online shopping. Majority (58.43%) of the respondents are purchasing clothing through online.

Table 5: Using Online Retailer of the Respondents

S.No	Particulars	No. of Respondents	Percentage
1	Filpkart	31	33.33
2	Snap deal	09	9.68
4	Amazon	45	48.39

8	Others	08	8.60
Total		93	100.00

Source: Primary Data

Table shows that using of online retailer of the respondents. Out of total of the respondents 33.33% preferred filpkart. 9.68% of the respondents are preferred snapdeal. 48.39% of the respondents preferred Amazon and 8.60% of the respondents preferred other retailers like Mantra, Shop clues, craftvilla etc. Most (48.39%) of the respondents preferred to buy fashion products through online.

Table 6: Opinion Regarding Factors Affecting Purchase of Fashion Products through Online

S.No	Particulars	Highly Agree	Agree	Neutral	Disagree	Highly Disagree	Total	Avg	Rank
Ease of use									
1	Shopping online is easy for me	165 (57.09)	96 (33.22)	21 (7.27)	2 (0.69)	5 (1.73)	289 (100)	57.8	4
2	Shopping online is clear and understandable	110 (37.29)	168 (56.95)	15 (5.08)	2 (0.68)	0 (0)	295 (100)	59	1
3	I am capable of shopping online	95 (33.10)	160 (55.75)	30 (10.45)	2 (0.70)	0 (0)	287 (100)	57.4	5
Security (Safety)									
1	Shopping online is not a safe way to shop	130 (45.94)	108 (38.16)	33 (11.66)	12 (4.24)	0 (0)	283 (100)	56.6	7
2	Online retailers are trustworthy	20 (9.3)	69 (32.09)	84 (39.07)	42 (19.54)	0 (0)	215 (100)	43	13
3	Shopping online is not very risky	10 (5.49)	28 (15.38)	69 (37.91)	74 (40.66)	1 (0.56)	182 (100)	36.4	14
User's relative advantage									
1	Online shopping makes me feel proud	80 (30.53)	100 (38.17)	72 (27.48)	10 (3.82)	0 (0)	262 (100)	52.4	12
2	Shopping online improves my shopping confidence	120 (43.96)	92 (33.10)	45 (16.48)	16 (5.86)	0 (0)	273 (100)	54.6	10
3	Shopping online gives me control over what I buy	100 (35.17)	120 (42.86)	60 (21.43)	0 (0)	0 (0)	280 (100)	56	9
4	Shopping online fits well with my status	115 (42.19)	76 (28.36)	63 (23.51)	14 (5.22)	0 (0)	268 (100)	53.6	11
5	Shopping online enables me to shop very quickly	140 (48.28)	100 (34.48)	48 (16.58)	2 (0.68)	0 (0)	290 (100)	58	3
6	Shopping online is compatible with my life style	190 (60.85)	44 (15.02)	51 (17.41)	8 (2.72)	0 (0)	293 (100)	58.6	2
7	Shopping online allows me to get a offer better price	130 (45.77)	112 (39.44)	30 (10.56)	12 (4.23)	0 (0)	284 (100)	56.8	6
8	Shopping online enables me of other to view variety of other items	140 (49.82)	92 (32.74)	36 (12.81)	12 (4.27)	1 (0.36)	281 (100)	56.2	8

Source: Primary Data

According to the table shows that 90.31 % of the respondents agree or highly agree that buying products in online is easy and got fourth rank. 94.24% of the respondents agree or highly agree that information given in the websites is clear and understandable and secured rank first rank. 88.85 % of the respondents agree or highly agree that they are having capability and got fifth rank. 84.10% of the respondents agree or highly agree that shopping online is having less security and became seventh rank. 41.34% of the respondents agree or highly agree that online retailers are trustworthy and got thirteen ranks. 20.87% of the respondents agree or highly agree that purchasing products online is not risky and secured fourteenth rank. 68.70% and 77.06% of the respondents agree or highly agree that they feel happy and improve confidence while purchasing online and became twelfth & tenth rank. 78.03% of the respondents agree or highly agree that it control over what

they buy and secured ninth rank. 70.55% and 82.76% & 75.87% of the respondents agree or highly agree that fashion products buy quickly through online well fits for their status and compatible with their lifestyle and got eleventh, third and second rank respectively. 85.21% of the respondents agree or highly agree that they get better price compared to offline shopping and secured sixth rank. 82.56% of the respondents agree or highly agree that it allows comparing other items also and got eighth rank.

Findings

- Majority (72.9%) of the respondents using internet daily.
- Most (54.3%) of the respondents having ATM card.
- Majority (80%) of the respondents buying fashion products sometimes.
- Majority (58.43%) of the respondents are purchasing clothing through online.

- ✚ Most (48.39%) of the respondents preferred to buy fashion products through online.

Factors Affecting Purchase of Fashion Products through Online

Ease of use

- ✚ Majority (57.09%) of the respondents have highly agree the statement of Shopping online is easy for me
- ✚ Majority (56.95%) of the respondents have agree the statement of Shopping online is clear and understandable
- ✚ Majority (55.75%) of the respondents have agree with the statement of I am capable of shopping online

Security

- ✚ Most (39.07%) of the respondents have no opinion with the statement of Online retailers are trustworthy
- ✚ Most (40.66%) of the respondents have disagree with the statement of Shopping online is not very risky
- ✚ Most (45.94%) of the respondents have highly agree with the statement of Shopping online is not a safe way to shop

User's relative advantage

- ✚ Most ((49.82)%) of the respondents have highly agree with the statement of Shopping online enables me of other to view variety of other items
- ✚ Majority (60.85%) of the respondents have highly agree with the statement of Shopping online is compatible with my life style
- ✚ Most (45.77%) of the respondents have highly agree with the statement of Shopping online allows me to get a better price

Recommendations

- Government should encourage online purchase to provide certain subsidies that leads to Cash less transactions.
- The other competing companies have to create more awareness on them by giving more advertisement about their fashion products.
- In order to improve the trustworthiness on them it should offer right product at a right time at a right price.
- Online websites must ensure about the quality and right of the information to their customer

Conclusion

The study reveals that amazon and filpkart is the shopping site which is more preferable by young college girls. These sites are giving more advertisement through media like TV, Newspaper and websites while comparing other retailers. Mass advertisements media advertisement given by this company stimulates the respondents prefer online purchase of fashion. Besides the unfavorable factors such as trustworthiness, security issues in card payments that leads to occasional purchase through online. On the other hand, the young females are sometimes purchasing fashion products from online sites because they felt that online shopping giving less security regarding card usage, visibility of products, quality etc., Now we are living GST world. Today GST plays big role in fixing price for product. GST is so high for online products. So the govt. has taken steps to reduce tax rate for online fashion products.

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