

An empirical study to assess the market potential for personalized online cloth shop for women

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Abstract -Online shops like Amazon, Flipkart, Koovs, Myntra, Shoppershop and many more are selling fashion wears worldwide. But the issue with those online sites is not customized; people won't get fashion wears such as pant, shirt, t-shirt, skirt, etc. for their exact physical measurements. They force to adjust with the models and size available in the online display, else stop purchasing via online. Few are purchasing and alter it outside once the product reaches them. The marginal dissatisfaction is always exists when purchasing these kinds of products via online. A study is proposed to understand the market potential for the customized online cloth shop in Tamil Nadu for women community. This study outcome may lead to establish a start up in Tamil Nadu which gives customized fashion wears for the customers who wish to give their measurements while ordering. A sample of 450 respondents randomly selected and their opinion about customized online cloth shop was collected via structured questionnaire. The data was collected via google form and suitable data analytics tools were used to analyse the collected data. The detailed discussion about the data collected and its inference are discussed in detail in this research paper.

Key Words:Online Shopping, Virtual Store, Personalized Shopping, Cloth Shopping, Fashion Wears

1. INTRODUCTION

The demand for online shopping is getting increased tremendously in the recent years in India and hence, the term 'Virtual Store' is replacing the term 'Online Store'. Online shops like Amazon, Flipkart, Koovs, Myntra, Shoppershop and many more are selling readymade cloths worldwide. Although customers purchase cloths from physical store, the online shopping gives lots of advantages to the customers such as less cost, save time, more options to choose with less time, easy payment mode, etc. It enables the customers to compare products with different colours, models or products of other companies, and direct them to take decision in a short span of time.

In spite of having many advantages on purchasing products via online, it has few disadvantages also. The online purchase will not allow the customer to do trial the fashion wears they plan to purchase, which is possible in purchasing via physical store. Though Augment Realty and Virtual Realty supports to fulfil this requirement, always lack to ensure the exact fit of fashion wears for one's physical measurement. This is the

main problem for readymade wears, but one favour in the physical store is that people get an opportunity to alter the purchased dresses in the shop itself with no additional cost. But the same is not possible in online shop; people have to spend extra to alter the dress.

Considering the situation above, a study is proposed to understand the market potential for the personalized online cloth store in Tamil Nadu for women community. The aim is to check the feasibility and expectations from the users on opening up an online shop where in the users or customers can be directed to choose a fashion wear of their choice and input their exact physical measurement. The cloth will be designed or stitched with the measurement and the products will be delivered to the customers like online sales. This personalized shopping is planned to test in Tamil Nadu, later, on successful execution, it is planned to establish to other states.

2. REVIEW OF LITERATURE

In order to understand the online market and its potentials in India, the researcher has reviewed many previously published research papers and presented its abstract in this section. Online purchase is changing its dimensions in fashion wears and a product less than Rs.2000 is the most preferred product in India, (Farid, 2015). Internet penetration, increasing number of e-tailors (online retailers), ease of shopping, flexibility in delivery, increasing purchasing power are the reasons for the growth of online fashion wear sales in India, which is expected to grow 3.5 times to touch 170 million in the year 2020, (Gowda & Chaudhary, 2018). Though online shopping is giving many advantages to the customer, it has few limitations such as quality of the product, security of data and availability of variety of customized products (Chilka & Chauhan, 2018).

In the past years, people are reluctant to buy products via online because of many limitations. But today's scenario has changed the way the people think. General public gained confidence in online trading and could see considerable increase in online trade in the apparel division, (R.Sivanesan, P.Anisha, & T.Abisha, 2017). Though people are migrating towards online shopping, few factors are still influencing them in online purchase such as styling, pricing and quality of products, (Malik & Bhatnagar, 2016). Companies use internet not only to sell the products, but also to get customer feedback and their expectations in online sales, (Kothari & Maindargi, 2016). Many experts are optimistic about the online sales in

India, (Kumar, 2014). Demographic profile of the respondents, types of product purchased, seller and characteristics of online shopping website are the key factors influence the buyer in online purchase, (Deshkmukh & Joseph, 2016) and (Nagra & R.Gopal, 2013).

3. RESEARCH METHODS

As discussed in the introduction section, this present study is aimed to test the market potential and customer expectations form opening an online shop for delivering customized or personalized fashion wears to women located in Tamil Nadu. A sample of 450 respondents is randomly selected and their opinion about customized online fashion wear shop was collected via structured questionnaire framed and collected using google form. The data was collected randomly from different districts of Tamil Nadu such as Coimbatore, Chengalpet, Chennai, Guddalore, Dindigul, Erode, Trippur, Kanyakumari, Krishnagiri, Madurai, The Nilgiris, Salem, Sivagangai, Tanjore, Theni, Thirunelveli and Thiruvannamalai. The collected data were analyzed using suitable statistical tools like percentage analysis and Chi-square.

4. ANALYSIS AND INFERENCE

The collected data were cleaned properly and analyzed using suitable statistical tools like percentage analysis and Chi-square test. Below is the frequency distribution table shows the demographic variables used in this study.

Table - 1: Demographic Profile of the Respondents

Profile	Gender	Frequency	Percent
Gender	Male	221	49.1
	Female	229	50.9
Age Group	< 18 years	23	5.1
	18 to 25 years	368	81.8
	25 to 35 years	25	5.6
	> 35 years	34	7.6
Marital Status	Married	73	16.2
	Unmarried	377	83.8
Qualification	SSLC	21	4.7
	HSC	11	2.4
	UG Degree	203	45.1
	PG Degree	175	38.9
	Others	40	8.9
Profession	Private Employee	108	24.0
	Self Employed	83	18.4
	Government Employee	32	7.1
	Student	227	50.4

From table 1 it is understood that gender of the respondents are almost same for both male and female with respect to its count. Though the end users are female, the research is piloted with male candidates also considering male as a buyer.

Among 450 respondents, 81.8% of the respondents are in the age group between 18 to 25 years old and 83.8% of the respondents are unmarried. 227 out of 450 respondents are students, who might be pursuing their UG or PG degree; 378 out of 450 respondents are either UG or PG qualification.

Table - 2: Frequency of Online Purchase

Frequency of purchase	Frequency	Percent
Monthly Once	85	18.9
Monthly Twice	14	3.1
Very Frequently	60	13.3
As and when required	291	64.7
Total	450	100.0

From table 2 it is interpreted that 291 out of 450 respondents do purchase products via online as and when required. Next to that, 60 respondents do purchase products very frequently which are 13.3% of the total sample. Only 3.1% of the respondents used to purchase products twice in a month, which is almost 14 respondents out of 450.

Table - 3: Satisfaction on Online Purchase

Parameter	Mean	Std. Deviation
Variety of fashion wears	2.0289	0.89121
Cost	2.2778	0.76720
Delivery mechanism	2.1556	0.80243
Mode of payment	2.0733	0.80447
Product quality	2.3467	0.76668
Quickness in delivery	2.3178	0.83300
Purchase return process	2.3667	0.94915
Guaranty mechanism	2.4489	0.88205
Availability of fashion wears for all size/age	2.3156	0.87935

The data from table 3 indicates the satisfaction level of the respondents with respect to nine parameters mentioned above. The responses were collected in a five point rating scale ranging from Highly Satisfied to Highly Dissatisfied. The mean value confirms that the respondents were almost satisfied with respect to variety of fashion wears and mode of payment, as indicated in the values of 2.0289 and 2.0733 respectively. Almost neutral responses were received for five parameters such as product quality, quickness in delivery, return process, guarantee mechanism and availability of fashion wears for all size/age. Highest value of the standard deviation of 0.94915 was observed in purchase return process which indicates the high level of scattered responses from the respondents.

Table - 4: Expectations about Online Purchase

Parameter	Mean	Std. Deviation
Fashion wears should have more varieties	1.8511	0.83762

Fashion wears should be customized according to the user's need	1.9489	0.76071
AR & VR should be used in online purchase	2.1956	0.86608
Comfortable to share my/my family members measurement to customize fashion wears	2.2422	0.84763
The Seller shall contact me for clarifications, if any for any assistance, if any.	2.2733	0.92885
Purchased fashion wear's alteration can be done with no additional cost, on need basis	2.2244	0.98805

The data from table 4 indicates the expectation level of the respondents with respect to six parameters mentioned above. The responses were collected in a five point rating scale ranging from Highly Agree to Highly Disagree. The lowest mean value of 1.8511 confirmed the agreeing level of the respondents with respect to availability of more varieties of fashion wears. More scattered responses were received with respect to product alteration, as indicated in the highest value of standard deviation. Fashion wears should be customized according to the user's need is the variable observed lowest standard deviation and the mean value of almost 2 (1.9489); agreement with the statement.

Table - 5: Association between Gender and Satisfaction

	Value	df	Asymp. Sign
Gender & Satisfaction on variety of fashion wears	19.435	4	0.001*
Gender & Satisfaction on cost	27.242	4	0.000*
Gender & Satisfaction on delivery mechanism	18.146	4	0.001*
Gender & Satisfaction on mode of payment	30.354	4	0.000*
Gender & Satisfaction on product quality	34.557	4	0.000*
Gender & Satisfaction on quick delivery	30.682	4	0.000*
Gender & Satisfaction on return process	16.913	4	0.002*
Gender & Satisfaction on guarantee mechanism	33.751	4	0.000*
Gender & Satisfaction on availability of products for all size/age	20.880	4	0.000*

*Significant at 1% LOS

Data from table 5 indicates the outcome of chi-square test conducted between respondents' gender and their satisfaction with respect to nine parameters mentioned above. Significance value confirmed the existence of statistically significant association between respondents' gender and their satisfaction with respect to nine parameters such as, variety of fashion wears, cost, delivery mechanism, mode of payment,

product quality, quick delivery, return process, guarantee mechanism and availability of products for all size/age.

Table 6: Association between Gender and Expectations

	Value	df	Asymp. Sign
Gender & Fashion wears should have more varieties	14.556	4	0.006*
Gender & Fashion wears should be customized according to the user's need	4.471	3	0.215
Gender & AR and VR should be used in online purchase	26.386	4	0.000*
Gender & Comfortable to share physical measurement	14.156	4	0.000*
Gender & Seller shall contact me for clarifications, if any	11.804	4	0.019**
Gender & Purchased fashion wear's alteration can be done with no additional cost	11.065	4	0.026**

*Significant at 1% LOS

**Significant at 5% LOS

Data from table 6 indicates the outcome of chi-square test conducted between respondents' gender and their expectations with respect to six parameters mentioned above. Significance value confirmed the existence of statistically significant association at 1% level of significance for three parameters such as fashion wears should have more varieties, AR and VR should be used in online purchase and comfortable to share physical measurement. Two variables are significant at 5% level of significance such as purchased fashion wear's alteration can be done with no additional cost and seller shall contact the respondent for clarifications, if any. There is no statistically significant association is found between gender of the respondents and the customized fashion wears according to the user's need.

Table - 7: Association between Marital Status and Satisfaction

	Value	df	Asymp. Sign
Marital Status & Satisfaction on variety of fashion wears	12.414	4	0.015**
Marital Status & Satisfaction on cost	6.506	4	0.16
Marital Status & Satisfaction on delivery mechanism	6.542	4	0.162
Marital Status & Satisfaction on mode of payment	40.238	4	0.000*
Marital Status & Satisfaction on product quality	14.268	4	0.006*
Marital Status & Satisfaction on quick delivery	14.039	4	0.007*
Marital Status & Satisfaction on return	10.421	4	0.034**

process			
Marital Status & Satisfaction on guarantee mechanism	3.746	4	0.441
Marital Status & Satisfaction on availability of products for all size/age	19.754	4	0.001*

*Significant at 1% LOS

**Significant at 5% LOS

Data from table 7 indicates the outcome of chi-square test conducted between respondents' marital status and their satisfaction with respect to nine parameters mentioned above. Significance value confirmed the existence of statistically significant association between respondents' marital status and their satisfaction with respect to six parameters such as, variety of fashion wears, mode of payment, product quality, quick delivery, return process and availability of products for all size/age. Parameters such as cost and guarantee mechanism is not statistically significant with the marital status of the respondents.

Table - 8: Association between Marital Status and Expectations

	Value	df	Asymp. Sign
Marital Status & Fashion wears should have more varieties	29.137	4	0.000*
Marital Status & Fashion wears should be customized according to the user's need	8.028	3	0.045**
Marital Status & AR and VR should be used in online purchase	8.591	4	0.072
Marital Status & Comfortable to share physical measurement	11.730	4	0.019**
Marital Status & Seller shall contact me for clarifications, if any	17.155	4	0.002*
Marital Status & Purchased fashion wear's alteration can be done with no additional cost	24.861	4	0.000*

*Significant at 1% LOS

**Significant at 5% LOS

Data from table 6 exhibit the outcome of chi-square test conducted between respondents' marital status and their expectations with respect to six parameters mentioned above. Significance value confirmed the existence of statistically significant at 1% level for three variables such as fashion wears should have more varieties, purchased fashion wear's alteration can be done with no additional cost and seller shall contact me for clarifications, if any. Two variables are significant at 5% level such as fashion wears should be customized according to the user's need and comfortable to share physical measurement. There is no statistically significant association is found between marital status of the respondents and the usage of AR and VR while online purchasing.

Table - 9: Association between Education and Satisfaction

	Value	df	Asymp. Sign
Education & Satisfaction on variety of fashion wears	89.514	4	0.000*
Education & Satisfaction on cost	79.154	4	0.000*
Education & Satisfaction on delivery mechanism	116.811	4	0.000*
Education & Satisfaction on mode of payment	81.332	4	0.000*
Education & Satisfaction on product quality	46.906	4	0.000*
Education & Satisfaction on quick delivery	53.072	4	0.000*
Education & Satisfaction on return process	57.550	4	0.000*
Education & Satisfaction on guarantee mechanism	59.909	4	0.000*
Education & Satisfaction on availability of products for all size/age	76.449	4	0.000*

*Significant at 1% LOS

Data from table 9 shows the outcome of chi-square test conducted between respondents' education and their satisfaction with respect to nine parameters mentioned above. Significance value confirmed the existence of statistically significant association between respondents' educational qualification and their satisfaction with respect to nine parameters such as, variety of fashion wears, cost, delivery mechanism, mode of payment, product quality, quick delivery, return process, guarantee mechanism and availability of products for all size/age.

Table - 10: Association between Education and Expectations

	Value	df	Asymp. Sign
Education & Fashion wears should have more varieties	102.792	16	0.000*
Education & Fashion wears should be customized according to the user's need	61.702	12	0.000*
Education & AR and VR should be used in online purchase	45.606	16	0.000*
Education & Comfortable to share physical measurement	102.922	16	0.000*
Education & Seller shall contact me for clarifications, if any	61.548	16	0.000*
Marital Status & Purchased fashion wear's alteration can be done with no additional cost	85.524	16	0.000*

*Significant at 1% LOS

Data from table 10 indicates the outcome of chi-square test conducted between respondents' educational qualification and their expectations with respect to nine parameters mentioned above. Significance value for all the parameters confirmed the existence of statistically significant association between respondents' educational qualification and their expectations with respect to nine parameters mentioned in the above table.

5. FINDINGS

After having in-depth analysis, the present study came with some interesting findings such as among 450 respondents, 81.8% of the respondents are in the age group between 18 to 25 years old and 227 respondents are students, who might be pursuing their UG or PG degree. 291 respondents do purchase products via online as and when required. The respondents are almost satisfied with respect to the variety of fashion wears and mode of payment when they purchase via online. The purchase return process was observed as the highest scattered response from the respondents. Customers are expecting to have more varieties of products to be available in online shopping and most of them preferred to have customized product according to their physical measurements.

The chi-square test revealed the existence of significant association between gender of the respondents and their satisfaction level. Also found significant association between respondents' gender and customers' expectations such as fashion wears should have more varieties, AR and VR should be used in online purchase, comfortable to share physical measurement, purchased fashion wear's alteration can be done with no additional cost and seller shall contact the respondent for clarifications, if any.

The respondents marital status have significantly associated with few of the satisfaction factors such as variety of fashion wears, mode of payment, product quality, quick delivery, return process and availability of products for all size/age. However, the marital status of the respondents has statistically significant with customers' expectations except, AR and VR to be used in online shopping. Similarly, the respondents' educational qualification has statistically significant with their satisfaction and expectations.

6. CONCLUSION

Internet is growing with a high speed in India and as a result of that, online shopping is also growing aggressively. The intention of this study is to check the feasibility and market potential for establishing an online shop to sell customized fashion wears to women located in Tamil Nadu. The study outcome supports the assumptions and Tamil Nadu is having huge potential for customized fashion wears for women community. However, few customers are reluctant to share their physical measurement, because of the security issues. If this security issues is addressed properly, then this start-up will have huge potential to grow in Tamil Nadu. On the other sides, customers' expectations such as more variety of products, implementation of Augmented Reality and Virtual Reality and product alteration with no additional cost are to be taken care. And this study can be extended to other states to test its feasibility and to expand the business to other states also.

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