Online Shopping Buying Behviour in Consumers for Apparel Industry

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ABSTRACT

The demand for clothing online has grown significantly on a global scale. Increased internet access in Tier 2 and Tier 3 cities, an increase in mobile users, low entry hurdles, and a movement in the economy towards digitalization are some of the factors that contributed to the boom of the online garment business. It has been determined after studying the available literature that there are numerous studies concentrating on the various different parameters that influence online purchasing intentions in silos. Additionally, relatively little study has been done on the effects of digital marketing characteristics on online clothes shopping. So, a thorough model for forecasting online purchase intents is created in order to close this gap. This study emphasises the significance of three key constructs in influencing and forecasting online purchase intentions: consumer brand perception, consumer brand connection, and consumer buying behaviour. To determine the numerous factors influencing the key research constructs, a thorough literature review is done.

Keywords: Buyer Behaviour, Apparels, Chi square test, Online Shopping

Introduction

Buying products or services directly from a vendor online in real time without the need of a middleman service is known as online shopping. It is a type of online trade. In the case of new books on Amazon.com, the sale or purchase transaction is conducted electronically and interactively in real-time. However, there are some situations where a middleman might be involved in a sale or purchase, like on eBay.com.

For virtual goods like access to premium content on a website, a significant portion of electronic commerce is handled wholly online, but most electronic commerce requires the conveyance of actual goods in some fashion. Online retail is also referred to as e-tail, and online retailers as e-trailers. Nowadays, almost all significant merchants have an online presence.

The scientific study of how customers choose, obtain, use, and dispose of goods and services that meet their requirements is known as consumer behaviour research. Because of their consuming habits, shifting demographics, lifestyle changes, the purchasing process, shopping behaviour, shopping motivations and aims, and evolving

consumer preferences, among other factors, consumers are constantly found to have specific requirements and wants. Marketing strategy is directly impacted by customer behaviour knowledge. The marketing concept, or the notion that businesses exist to meet client wants, is to blame for this. Only to the extent that businesses comprehend their clients can they meet those wants. Because of this, businesses need to incorporate consumer behaviour insights into every aspect of their strategic marketing plan.

Review of Literature

Singh and Balbir (2023) aimed to investigate customer online purchase habits in Himachal Pradesh's Kangra area. A total of 300 respondents were chosen for this study, and data were gathered using a questionnaire. The findings show that internet shopping has grown in popularity among customers of the younger generation (73.33%), particularly students (93.33%) between the ages of 20 and 30. The results showed that a consumer's decision to buy something online is driven by a variety of variables, including ease of purchase or convenience, time savings, cost effectiveness, anywhere-anytime availability, and broad categories availability. The factor that customers regarded to be most important was ease of online shopping (53.33%). 90% of customers use their 0–5 hours per day to browse the internet and make purchases. Customers no longer need to physically visit markets and stores. However, there are still several factors that are making internet shopping difficult. Customers cannot physically touch, test, sample, or see the products, hence there is a danger of receiving the wrong thing once an order is placed.

Jun et al.,(2021) An excellent illustration of the business transformation is online purchasing. E-commerce is currently undergoing a period of tremendous development in China, and the country's enormous population of Internet users provides a solid base for the growth of the online retail industry. In this study, perceptions of perceived usability, security, privacy, after-sales support, marketing mix, and reputation were used to analyse data. The primary data source was used in this study's research, and the survey method was applied. According to this study, there are correlations between consumers' attitudes about adopting online shopping in China and perceived usability, security, privacy, after-sales support, marketing mix, and reputation. Only marketing mix and reputation, however, were discovered to have a substantial impact on customers' attitudes towards adopting online buying. We can better understand customer internet shopping habits according to the findings.

Sinha et al. (2015) It is suggested that the two most prevalent retailing forms in emerging nations will be internet and the ubiquitous kirana (mom-and-pop equivalent) stores, given the poor penetration of large format retailing. The expansion of internet commerce in emerging economies has been fueled by four key causes. The first is the

quick uptake of technology, and the second is the quick uptake of the online media as a component of every big brand's sales and marketing plan. The third aspect is the ease and variety that online purchasing offers consumers.

Shanthi & Kanniaiah (2015) investigated a variety of products bought online in order to identify the elements influencing consumer choice. 100 Madras University and Madras Christian College students participated in a self-administered survey. The majority of responders, it was discovered, bought concert and movie tickets, then books and magazines. According to the report, the most important consideration for online shoppers is pricing, which is followed by product security, assurances, and insurance.

Faldu (2013) argued that there doesn't seem to be a successful e-commerce model; neither the dependent nor independent factors for Virtual Retail Store Success are currently established and supported by empirical data. This research used a mixed model, which combines both qualitative and quantitative data. The qualitative research methodology contributed to a better grasp of the concepts and theories in the field and to the discovery of the variables that influence the success of online retail stores. In order to ascertain whether or not the theory's prediction generalisations are valid, the quantitative approach helped evaluate the hypothesis and the recommended study model. Due to a lack of a sample frame, a non-probability and convenience sampling strategy was adopted. The convenience concept was used to choose the respondents.

Pappas et al (2012) The study Moderating Effects of Online Shopping Experience on Customer Satisfaction and Repurchase Intentions sought to determine the relationship between customer satisfaction and repurchase intentions. SEM (structural equation modelling) and multigroup analysis were used to analyse 393 consumers' replies. The findings demonstrated that the connection between performance expectations and satisfaction as well as between satisfaction and repurchase expectations was moderated by the shopping experience. The results suggested that better user satisfaction would be associated with higher user experience. Performance expectations have little impact on the poor experienced customer satisfaction.

Objectives of the study

1. To know the socio-economic profile of the respondents who are online shopping apparel.
2. To check the association between frequency of online shopping apparel and gender, Marital status, family status, age, occupation and monthly income
3. To validate the association between the mode using internet and Gender, Marital status, family status, Age. Occupation, monthly income

Hypotheses of the study

- Ha 1: There is an association between frequency of online shopping apparel and Gender

Ho 1: There is no association between frequency of online shopping apparel and Gender

- Ha 2: There is an association between frequency of online shopping apparel and Marital status

Ho 2: There is no association between frequency of online shopping apparel and Marital status

- Ha 3: There is an association between frequency of online shopping apparel and family status

Ho 3: There is no association between frequency of online shopping apparel and family status

- Ha 4: There is an association between frequency of online shopping apparel and Age

Ho 4: There is no association between frequency of online shopping apparel and Age

- Ha 5: There is an association between frequency of online shopping apparel and Occupation

Ho 5: There is no association between frequency of online shopping apparel and Occupation

- Ha 6: There is an association between frequency of online shopping apparel and Monthly Income

Ho 6: There is no association between frequency of online shopping apparel and Monthly Income

- Ha 7: There is an association between the mode of using internet through and Gender

Ho 7: There is no association between the mode of using internet through and Gender

- Ha 8: There is an association between the mode of using internet through and Marital status

Ho 8: There is no association between the mode of using internet through and Marital status

- Ha 9: There is an association between the mode of using internet through and family status

Ho 9: There is no association between the mode of using internet through and family status

- Ha 10: There is an association between the mode of using internet through and Age

Ho 10: There is no association between the mode of using internet through and Age

- Ha 11: There is an association between the mode of using internet through and Occupation

Ho 11: There is no association between the mode of using internet through and Occupation

- Ha 12: There is an association between the mode of using internet through and Monthly Income

Ho 12: There is no association between the mode of using internet through and Monthly Income

Research Methodology

The customer preference as well as the variables influencing consumer preferences towards in-store and non-store environment have been studied using a descriptive research approach. The information from respondents has been gathered using a convenience sample method. Customers who have purchased clothes products from both

traditional brick-and-mortar retailers and cutting-edge online retailers are among the responders. 100 respondents make up the study's entire sample. The SPSS 16 programme was used to do the data analysis. Cross-tabulation and chi-square tests were used to analyse the data in order to determine the differences between consumers' preferences for two different types of retailing, the factors influencing in-store and online purchase behavior, and the influence of consumer demographic characteristics on these behaviors.

Analysis and Interpretation

Frequency Table

Table 1

Percentage analysis

Gender	**No. of. Respondents**	**Total Percentage**
male	194	53.4
female	157	43.3
transgender	12	3.3
Total	**363**	**100.0**
Marital status	**No. of. Respondents**	**Total Percentage**
unmarried	186	51.2
married	163	44.9
seperated	14	3.9
Total	**363**	**100.0**
family status	**No. of. Respondents**	**Total Percentage**
nuclear	184	50.7
joint	179	49.3
Total	**363**	**100.0**
Age	**No. of. Respondents**	**Total Percentage**
21-30	51	14.0
31-40	135	37.2
41-50	125	34.4
51-60	52	14.3

Total	**363**	**100.0**
Occupation	**No. of. Respondents**	**Total Percentage**
private	41	11.3
government	92	25.3
business	97	26.7
self employed	88	24.2
others	45	12.4
Total	**363**	**100.0**
Monthly Income	**No. of. Respondents**	**Total Percentage**
less than 40000	42	11.6
40000-60000	93	25.6
60000-80000	99	27.3
80000-100000	92	25.3
above 100000	37	10.2
Total	**363**	**100.0**
frequency of online shopping apparel	**No. of. Respondents**	**Total Percentage**
daily	57	15.7
weekly	72	19.8
fortnightly	90	24.8
monthly	98	27.0
couple of times in a year	46	12.7
Total	**363**	**100.0**
I use internet through	**No. of. Respondents**	**Total Percentage**
laptop/desktop	82	22.6
mobile/tablet	184	50.7
browsing centre/internet cafe	97	26.7
Total	**363**	**100.0**

From the above table, it is clearly understood that majority of the respondents are male with 53.4 % also we can understand that majority of the respondents are coming under the age group between 31- 40 with 37.2%. Only 14.0 percentage of the respondents are in the group of 21-30 age group. 50.7 percent respondents are nuclear family, whereas 49.3% are join family. More than 26.7% respondents are Employee of business. 25.3% are government. Among the 363 respondents, 27.3 percentage of the respondents earing their salary between 60000-80000. 10.2 percentage of the respondents are getting above 100000 of salary from their workplace. 50.7% of respondents are using internet through mobile/tablet.

Table 2
Descriptive Statistics

	Mean	Median	Mode	Std. Deviation	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Gender	1.50	1.00	1	.563	.566	.128	-.708	.255
Marital status	1.53	1.00	1	.572	.520	.128	-.705	.255
family status	1.49	1.00	1	.501	.028	.128	-2.010	.255
Age	2.49	2.00	2	.905	.040	.128	-.776	.255
Occupation	3.01	3.00	3	1.203	.017	.128	-.940	.255
Monthly Income	2.97	3.00	3	1.176	.008	.128	-.901	.255
frequency of online shopping apparel	3.01	3.00	4	1.268	-.111	.128	-1.046	.255
I use internet through	2.04	2.00	2	.702	-.057	.128	-.962	.255

From the above table 2, it is found that all the items relate to the respondent's in frequency of online shopping apparel having the mean value between 2 to 3. The highest median value is Occupation, Monthly Income, frequency of online shopping apparel as 3. The question "frequency of online shopping apparel?" is having the mode value of 4. The skewness and kurtosis value of all the items are prevailing between -1 and +1.

Chi-Square Tests

Table 3
Chi-Square Tests between frequency of online shopping apparel and Gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.311[a]	8	.024
Likelihood Ratio	6.219	8	.023
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	363		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.52.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Gender

Ho 1: There is no association between frequency of online shopping apparel and Gender

From the chi square table, it is proved that **there is a association between frequency of online shopping apparel and Gender** with the Pearson chi square value of 0.024. So, the null hypothesis is rejected

Table 4
Chi-Square Tests between frequency of online shopping apparel and Marital status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.761[a]	8	.783
Likelihood Ratio	4.785	8	.780
Linear-by-Linear Association	.000	1	.994
N of Valid Cases	363		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is 1.77.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Marital status

Ho 1: There is no association between frequency of online shopping apparel and Marital status

From the chi square table, it is proved that **there is no association between frequency of online shopping apparel and Marital status** with the Pearson chi square value of 0.783. So, the null hypothesis is accepted

Table 5
Crosstab

Count

		Marital status			Total
		Unmarried	Married	seperated	
frequency of online shopping apparel	daily	29	25	3	57
	weekly	37	33	2	72
	fortnightly	48	40	2	90
	monthly	45	49	4	98
	couple of times in a year	27	16	3	46
Total		186	163	14	363

This is the table indicated that the detailed cross tabulation between frequency of online shopping apparel and Marital status of the respondents. The total of 363 respondents are divided according with their frequency of online shopping apparel and Marital status interfere with your life.

Table 6
Chi-Square Tests between frequency of online shopping apparel and family status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.149[a]	4	.028
Likelihood Ratio	7.197	4	.026
Linear-by-Linear Association	.992	1	.319

N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 22.68.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and family status

Ho 1: There is no association between frequency of online shopping apparel and family status

From the chi square table, it is proved that **there is an association between frequency of online shopping apparel and family status** with the Pearson chi square value of 0.028. So, the null hypothesis is rejected

Table 7
Chi-Square Tests between frequency of online shopping apparel and Age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.733[a]	12	.039
Likelihood Ratio	9.782	12	.035
Linear-by-Linear Association	.211	1	.646
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.46.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Age

Ho 1: There is no association between frequency of online shopping apparel and Age

From the chi square table 5, it is proved that **there is an association between frequency of online shopping apparel and Age** with the Pearson chi square value of 0.039. So, the null hypothesis is rejected

Table 8

Chi-Square Tests between frequency of online shopping apparel and Occupation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.669[a]	16	.344
Likelihood Ratio	17.486	16	.355
Linear-by-Linear Association	.739	1	.390
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.20.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Occupation

Ho 1: There is no association between frequency of online shopping apparel and Occupation

From the chi square table, it is proved that **there is an association between frequency of online shopping apparel and Occupation** with the Pearson chi square value of 0.344. So, the null hypothesis is rejected

Table 9

Chi-Square Tests between frequency of online shopping apparel and Monthly Income

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.140[a]	16	.908
Likelihood Ratio	9.447	16	.894
Linear-by-Linear Association	.408	1	.523
N of Valid Cases	363		

a. 1 cells (4.0%) have expected count less than 5. The minimum expected count is 4.69.

Hypothesis testing:

Ha 1: There is an association between frequency of online shopping apparel and Monthly Income

Ho 1: There is no association between frequency of online shopping apparel and Monthly Income

From the chi square table, it is proved that **there is no association between frequency of online shopping apparel and Monthly Income** with the Pearson chi square value of 0.908. So, the null hypothesis is accepted

Table 10
Crosstab

Count

		Monthly Income					Total
		less than 40000	40000-60000	60000-80000	80000-100000	above 100000	
frequency of online shopping apparel	Daily	7	18	17	12	3	57
	Weekly	8	15	21	20	8	72
	fortnightly	9	28	21	22	10	90
	monthly	12	20	25	29	12	98
	couple of times in a year	6	12	15	9	4	46
Total		42	93	99	92	37	363

This is the table indicated that the detailed cross tabulation between frequency of online shopping apparel and Monthly Income of the respondents. The total of 363 respondents are divided according with their frequency of online shopping apparel and Monthly Income interfere with your life.

Table 11
Chi-Square Tests between I using internet through and Gender

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.644[a]	4	.801
Likelihood Ratio	1.663	4	.797

Linear-by-Linear Association	.214	1	.644
N of Valid Cases	363		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 2.71.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Gender

Ho 1: There is no association between the mode of using internet through and Gender

From the chi square table, it is proved that **there is no association between the mode of using internet through and Gender** with the Pearson chi square value of 0.801. So, the null hypothesis is accepted

Table 12
Crosstab

Count

		Gender			Total
		male	female	transgender	
I use internet through	laptop/desktop	43	37	2	82
	mobile/tablet	95	83	6	184
	browsing centre/internet cafe	56	37	4	97
Total		194	157	12	363

This is the table indicated that the detailed cross tabulation between the mode of using internet through and Gender of the respondents. The total of 363 respondents are divided according with the mode of using internet through and Gender interfere with your life.

Table 13
Chi-Square Tests between I use internet through and Marital status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.029[a]	4	.004

Likelihood Ratio	5.615	4	.003
Linear-by-Linear Association	.259	1	.610
N of Valid Cases	363		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 3.16.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Marital status

Ho 1: There is no association between the mode of using internet through and Marital status

From the chi square table, it is proved that **there is an association between the mode of using internet through and Marital status** with the Pearson chi square value of 0.004. So, the null hypothesis is rejected

Table 14
Chi-Square Tests between I use internet through and family status

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.309[a]	2	.520
Likelihood Ratio	1.311	2	.519
Linear-by-Linear Association	.128	1	.720
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 40.44.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and family status

Ho 1: There is no association between the mode of using internet through and family status

From the chi square table, it is proved that **there is no association between the mode of using internet through and family status** with the Pearson chi square value of 0.520. So, the null hypothesis is accepted

Table 15
Crosstab

Count

		family status		Total
		nuclear	joint	
I use internet through	laptop/desktop	43	39	82
	mobile/tablet	88	96	184
	browsing centre/internet cafe	53	44	97
Total		184	179	363

This is the table indicated that the detailed cross tabulation between the mode of using internet through and family status of the respondents. The total of 363 respondents are divided according with the mode of using internet through and family status interfere with your life.

Table 16
Chi-Square Tests between I use internet through and Age

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.261[a]	6	.894
Likelihood Ratio	2.251	6	.895
Linear-by-Linear Association	1.613	1	.204
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.52.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Age

Ho 1: There is no association between the mode of using internet through and Age

From the chi square table, it is proved that **there is no association between the mode of using internet through and Age** with the Pearson chi square value of 0.894. So, the null hypothesis is accepted

Table 17
Crosstab

Count

		Age				Total
		21-30	31-40	41-50	51-60	
I use internet through	laptop/desktop	10	29	30	13	82
	mobile/tablet	24	70	62	28	184
	browsing centre/internet cafe	17	36	33	11	97
Total		51	135	125	52	363

This is the table indicated that the detailed cross tabulation between the mode of using internet through and Age of the respondents. The total of 363 respondents are divided according with the mode of using internet through and Age interfere with your life.

Table 18
Chi-Square Tests between I use internet through and Occupation

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.938[a]	8	.348
Likelihood Ratio	9.019	8	.341
Linear-by-Linear Association	.018	1	.893
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.26.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Occupation

Ho 1: There is no association between the mode of using internet through and Occupation

From the chi square table, it is proved that **there is an association between the mode of using internet through and Occupation?** with the Pearson chi square value of 0.348. So, the null hypothesis is rejected

Table 19
Chi-Square Tests between I use internet through and Monthly Income

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.652[a]	8	.372
Likelihood Ratio	8.908	8	.350
Linear-by-Linear Association	.629	1	.428
N of Valid Cases	363		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.36.

Hypothesis testing:

Ha 1: There is an association between the mode of using internet through and Monthly Income

Ho 1: There is no association between the mode of using internet through and Monthly Income

From the chi square table, it is proved that **there is an association between the mode of using internet through and Monthly Income** with the Pearson chi square value of 0.372. So, the null hypothesis is rejected

Implications

The results lead to the conclusion that consumer online purchasing behaviour in the fashion and clothing business is significantly influenced by factors such as brand choice, advertising, sales promotion, pricing, and time savings. Several powerful factors, including pricing, branding, the internet and catalogues, play a significant impact in purchasing decisions while shopping online. Branding is the aspect that internet shoppers prioritise while making purchases. The market for clothing and fashion is expanding significantly. The necessity of the age is to comprehend the mindset of the client and act accordingly, This experimental study examined how demographics and consumer purchasing characteristics affect decisions made by apparel buyers. The study's findings revealed that price, promotion, and online apparel attributes are the three main factors that influence consumer purchasing behaviour. This indicates that apparel sites should place more emphasis on these factors to entice and appeal to consumers, and that promotional campaigns should also be aggressive and appropriate.

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