Research Paper

CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING OF APPARELS WITH SPECIAL REFERENCE TO LUCKNOW CITY

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ABSTRACT

Consumer behaviour is the study of how individuals or groups of customers select, buy, use and dispose ideas, goods and services to satisfy their needs and wants .It refers to the actions of the consumers in the marketplace and the underlying motives for these actions. To survive in the competitive business era of today it is very important for the dealers of different products or services to know about the consumer behaviour. In the present time with the advancement of internet facilities now the era is more of e-shopping. The changing lifestyle, growing purchasing power, is increasing the demand of apparels day by day. . If compared to the older times in the present scenario people spend a good part of their income on purchasing of the apparels. Because of increasing internet facilities, lack of time, discounts and many more factors consumers prefer e-shopping of apparels.

KEYWORDS:

E -shopping, consumer behaviour, apparels, factors affecting e shopping of apparels.

INTRODUCTION

Twenty first century is the age of science. It has transformed the outlook and mode of living. New technologies and new inventions are being made every day. One such invention is of Internet. Internet has made our life so easier, seems like everything is on our finger tips. Almost there exists no such sector in which the use of internet is not there.

Likewise all sectors, internet has brought a revolution in the way of shopping. Online shopping is a form of electronic commerce in which consumers can buy goods or services directly from the internet. The process of e-shopping consists of following steps. First, the potential consumers recognise a need for some merchandise or service, later they go to the internet (e-shopping site) and search for the product and its information. Since, the number of e-shopping sites is increasing day by day, the potential consumers compare the product or services on different e-shopping sites on the basis of various factors. And after comparing potential consumers select the best or which fits their needs and then payment is made. And at last post sale service is provided. To survive in this competitive era, it is very important for the marketers to know about the consumer behaviour. Knowledge of consumer behaviour directly affects the marketing strategy.

Likewise other items apparel products are composed of many physical characteristics which are perceived differently by different consumers. Some people set price as the criteria, some are affected by brand, likewise colour, discount and many more factors are there affecting buying behaviour of consumers towards apparels.

LITERATURE REVIEW

The present paper is focussed on studying the buying behaviour of consumers towards online shopping of apparels, hence an attempt is being made to know the end results of various studies which have conducted on this.

In reference to this Deepali Saluja (2016) studied the consumer buying behaviour towards fashion apparels in Delhi and her findings says that the purchase intention of the consumers towards fashion apparels is influenced by attitude variables. The consumers enjoy the shopping most with friends and family members. Quality, comfort and brand are the main criteria affecting their behaviour towards fashion apparels. Gender, age, occupation and monthly income don't have any impact on buying behaviour of consumers towards fashion apparels.

Shafi Irfan, S.S Madhavaiah, C (2016) in their paper analysed the shopper's buying behaviour towards apparel products in Bangalore and their end results say that apparel market is growing very quickly. Results of the study revealed that reference group, promotion, store attributes, product attributes, income and occupation are the main dimensions of apparel buying behaviour.

P. Vikkaraman and N. Sumathi (2010) in their paper "Purchase behaviour in Indian apparel market" analysed the purchased behaviour among the Indian consumers for fashion apparels and their findings suggested that factors namely self-concept, need for uniqueness directly influence clothing interest and indirectly influence the purchase intention in the

case of global and local brands. Clothing interest and emotional value are the other important predictors of the purchase intention.

Fram S Grady (1997); Kunz (1997); Sultan and Henrichs (2000) reported that consumer's willingness to and preference for adopting the internet as his or her shopping medium was also positively related to income, household size and innovativeness. In 2000, women represented the major online holiday season buyer. C Raunne (2002) and Sultan, S Henrichs (2000).

Majid, B.M Siddiqui, A.M (2016) in their study of attitude of consumer's towards online shopping say that the most influencing factor for online shoppers is website design, convenience and security. The study also revealed that demographic factors don't influence the attitude of consumers towards online shopping.

OBJECTIVES

- To analyse the purchase behaviour of the consumers towards e-shopping of apparels.
- To know the various factors affecting online shopping of apparels.

METHODOLOGY

Research design

The research design used in the present paper is descriptive research design. For the collection of primary data questionnaire is used. Secondary data is collected through internet, books and journals. The area selected for the study is Lucknow city of Uttar Pradesh. The prime concern of the study is to understand the buying behaviour of consumer towards online shopping of apparels and to know the factors which impact the consumer's buying behaviour.

Questionnaire design

To collect the primary data from the respondents, structured questionnaire is used. The first part of the paper is based on the demographic aspects of the respondents and the other part is based on the factors influencing buying behaviour of consumers towards e-shopping of apparels. All these factors are measured with a 5 point Likert scale that ranged from 1 (strongly agree) to 5 (strongly disagree) except demographic factors.

Sample design

The study is based on Lucknow city, the capital of U.P (Uttar Pradesh). The respondents in the sample are both male and female. The respondents are purchasers of different brands different e-shopping sites.

Convenience non random sampling is used which means only those respondents who wear willing to answer to the questionnaire are selected in the study. The sample size is of 90 respondents.

DATA ANALYSIS & INTERPRETATION

Descriptive Table 1

Demographic	Frequency	Percentage
Gender		
Male	38	42.22%
Female	52	57.78%
Age		
Below 20	10	11.11%
21-30	38	42.22%
31-40	34	37.78%
Above 40	8	8.89%
Education		
HSC/Diploma	11	12.22%
U.G	43	47.78%
P.G or higher	36	40%
Occupation		
Student	41	45.56%
Private	31	34.44%
Housewife	18	20%
Income		
Upto Rs3,00,000	11	12.22%
3,00,000-5,00,000	26	28.89%
5,00,000-8,00,000	44	48.89%
Above 8,00,000	9	10%

Table1 shows that 42.22% are male respondents and 57.78% are female respondents. When taken education 12.22% of the respondents are HSC/Diploma and 47.78% are U.G and 40% are P.G or higher education.

In occupation 45.56% of the respondents are students, 34.44% are of private sector and 20% are housewives. Concerning income 12.22% are upto 300000, 28.89% are in between 300000-500000, 48.89% are of 500000-800000 and 10% are above 800000. In age factor 11.11% of the respondents are below 20 years, 42.22% are in between the age group of 21 to 30 years, 37.78% are in between 31 to 40 years and 8.89% of the respondents are above 40 years.

TABLE -2 CHI SQUARE TEST

Cross tabulation variances	Strongly agree	agree	neutral	disagree	Strongly disagree	Chi square value
Reduction of efforts/buying behaviour	42	36	2	4	6	0.077 Insignificnt
Variety of products/ buying behaviour	38	35	5	7	5	0.033 Significant
Satisfaction/buying behaviour	42	43	3	2	0	0.002 Significant
Return of product/buying behaviour	28	31	18	12	1	0.105 Insignificant
Discount/ buying behaviour	34	39	10	7	0	0.015 Significant
All time availability/buying behaviour	48	35	6	0	1	0.000 Significant

*significance level 5%

Table 2 gives the details of chi square test which shows that variety of products is positively related with the online shopping behaviour of apparels.The different variety of the products and brands offered by the e shopping sites has positive influence on the buying behaviour towards apparels. Also all time availability of the products in e shopping has positive influence and there stands a significant relationship between the buying behaviour and all time availability.

The other significant factors are satisfaction level of consumers, offers and discounts provided by the e shopping sites. As per the above data's there stands no significant relationship between the reduction of efforts and buying behaviour and also return of products and buying behaviour.

CONCLUSION

With the fast growing internet advancement the apparel e –market is growing at a very fast rate, due to the presence of various factors like all time availability, promotional offers, easy payment methods , huge variety of products at a single place. For more expansion of the sector retailers need to understand the consumer psychology and proceed accordingly. The present paper highlights the demographic aspect and also the different factors affecting the e shopping behaviour towards apparels . Result of the paper shows that discount, variety, all time availability and satisfaction are the maine dimensions affecting the buying behaviour . Reduction of effort is not a key factor , people don't go for e shopping of apparels so as to reduce their efforts.

LIMITATIONS

Follwing limitations are present in the study:
- In the study basically the respondents of Gomtinagar and Indranagar area are included, rural area of the city is excluded.
- The outcome of any such similar study may differ because demographic peculiarities of other city or area may vary.
- Limitation related to sampling is there, because of limted sample size the study may not be enough to generalize the study results.

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