

A STUDY ON ONLINE SHOPPING BEHAVIOR FOR APPAREL: LITERATURE REVIEW

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Abstract- By analyzing the current behavior of Indian buyers, experts estimated that the trend of e-shopping will become basic phenomena with buyers in coming years. The business model of the Indian e-business is taking a full circle flip to go rear to where it started, though this time the infrastructure has changed and along with that the size and understanding of the marketplace as well. The players are touching towards a model that they did not originally start with; hence the conviction is that they have definite answers to the details of the model and not just a me-too jump. In the beginning stages of online shopping consumers were unwilling to buy apparels online as it has many limitations. But today the marketplace is able to conquer many of the limitations and build confidence among the consumers to buy online. The last two years have seen considerable enhance in online trade in the apparel segment. This study is to analyze the trends in online shopping of south Indian consumers in the apparel segment.

Index Terms- Apparel industry, online purchasing, satisfaction and shopping behavior.

I. 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.

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. Aspire of this review is to identify the main attributes that affect consumer purchases of apparel.

II. THEORETICAL BACKGROUND

Dr. Binoy Mathew ,Coward, Kelly O. Goldsmith, Ronald E. (2001),” The influence of consumer decision-making styles on online apparel consumption by college students”. Apparel purchases now constitute one of the fastest-growing segments of e-commerce. Thus, there are strong academic and managerial reasons to better understand consumer characteristics associated with buying apparel online. This paper looks for motivations into online apparel consumption according to use of the Consumer Styles Inventory. Data Statistics from a sample of college students showed that quality consciousness, brand consciousness, fashion consciousness, riotous shopping, impulsiveness and brand loyalty were positively correlated with online apparel shopping. Price compassion was negatively correlated with online spending.

Syed Irfan Shafi and Dr. C. Madhavaiah , According to Michael R.Solomon, &Nancy J.Rabolt

(2004), consumer behavior is the study of the processes involved when individuals or groups, select, purchase, use or set out of products, services, ideas or experiences to satisfy needs. Sproles and Kendall (1986) developed a model to conceptualize consumer's decision making behavior with eight consumer psychological direction variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impetuous and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational shopping awareness, and price and value consciousness.

James Lawler and Anthony Joseph Studies in the literature indicate factors of compatibility of lifestyle (Ratchford, Talukdar, & Lee, 2001), ease of use, effortlessness (Baty & Lee, 1995), fun (Goldsmith, 2000), playfulness (Liu, Arnett, Capella, & Taylor, 2001), and risk. The factors are point to as important in the design of differentiation in a generic shopping experience (Jarvenpaa & Todd, 1997). Wolfenbarger and Gilly (2001) indicate differentiation in the context of goal focusing. Goal focusing is further indicated to be deliberate, resourceful, fast, rational and task-focused shopping (Hoffman & Novak, 1996). Goal-focused shoppers are regularly independent of the help of online sales and service staff and are indicated to have a clearly defined objective to buy previously identified products on the Web without the help of staff (Moe & Fader, 2001). Wolfenbarger and Gilly (2001) initiate the following factors as important in goal-focused shopping on a retailer Web site:

Prashant Singh Online shopping consumer behavior is also called E-shopping consumer buying behavior. The research or case studies of online consumer buying behavior are important because it helps to know about consumers demands, it helps to understand and analyze that when consumers buy products online?; Who buy products online?; How consumers mindset for purchasing the products online? I think the whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviors and the success of E-Retailers is depending upon its quality, its branding image, its uniqueness and its popularity etc.

Preeti Singh, Prof. Radha Kashyap Online shopping behavior is defined as the process a consumer takes to purchase a service or product over

the internet. In other words, a consumer may at his or her spare time buy from the ease of their own home products from an online store. Consumer attitude in term of online shopping is defined as consumer's positive or negative way of thinking when they are about to make the purchasing decision. Consumer attitudes are affected by their purchasing intention. The relationship between intention and behavior is based on the assumption that consumers' effort to make rational decisions based on information available to them. Therefore, an individual's behavioral intention to perform or not to perform certain behavior is the immediate determinant of that person's actual behavior (Fishbein and Ajzen, 1975).

Online stores are a form of multi-channel retailing which can now be used to gain access to a wider market (Kim & Park, 2005). Opening up online shops brings about great advantages as many consumers are leaning towards online shopping. It provides a very flexible way to sell products and services (Doherty & Ellis-Chadwick, 2006). People are finding it more convenient to do their shopping online instead of going out and doing it physically. They can buy almost any products or services they desire just by clicking on their computers or phones (Kau et al., 2003).

However, online retailing does have certain downsides which should also be taken into consideration. Moreover, similar to offline retailing, online shops also have both hedonic and utilitarian aspects and individual consumers perceive the concept of online shopping differently. The consumer's perception of their experience while shopping online is also a factor to consider. When the consumer's experience exceeds their expectations, there is a high chance they will become loyal towards that particular online shop. This satisfaction is based on a number of features such as: how fulfilling the experience was, how smooth the transaction was and the ease of interaction (Chen & Chang, 2003). The shopper's perception will also vary depending on what kind of product they are looking to purchase. For instance, Klein (1998) said that products which require searching before purchase (such as books) will be different from products that are purchased through experiences (such as clothes). Zhou et al (2007) also stated that the online shoppers' perception will vary depending on the type of product because the risk factors are different for each (Liu &

Forsythe, 2010). Some consumers do not shop online because they perceive traditional shopping as being soothing and fun. It improves their mood and turns into a social activity which they can do with their friends (Liu et al., 2013). Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong et al., 2013). Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products.

They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill et al., 2013). A recent research found that almost half of the respondents were spending a minimum of one hour every day on online retail websites. It was also found then men's fashion has led more men to participate in online shopping (Lachman & Brett, 2013). Overall, consumers are now freely accepting the concept of online shopping and this phenomenon is continuously growing. However, it should also be noted that traditional shopping is still equally relevant to the retailing business (Watson et al., 2002).

III. ONLINE PURCHASING BEHAVIOR AND ATTITUDE

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.

Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet. Monsuwe (2004) state that customers' attitudes toward online shopping was not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like customer personality,

situational factors, product uniqueness, earlier online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is strongly associated with Internet acceptance. The perceived ease of use and perceived usefulness determine customers' attitudes toward online shopping, however, perceived usefulness did not affect user acceptance of online shopping models.

IV. PERCEPTION OF ONLINE SHOPPING

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Consumer buying behavior is influenced by the major three factors:

A. Social Factors

Social factors refer to forces that other people exert and which affect consumers' purchase behavior. These social factors can include culture and subculture, roles and family, social class and reference groups.

B. Psychological Factors

These are internal to an individual and generate forces within that influence her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.

C. Personal Factors

These include those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors.

V. ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service.

- **Easy to Find:** Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.
- **Products can be cheaper:** Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money.
- **Save time and energy:** You don't have to waste your time in going to store and standing in front of the crowd.
- **Freedom of choice:** Freedom of choice is very high in online than shopping from a

nearby store. In online you can choose the product you are looking, from a vast range of products.

- **Freedom of price flexibility:** You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to other online store to look for cheaper price.
- **High satisfaction percentage:** Now a day shopping online is very reliable. The percentage of satisfaction is very high.
- **Buyer protection:** Dependable websites like EBay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller do not deliver the item or deliver an item which does not match with the description.
- **Rare product:** Shopping online is very useful in buying rare products.
- **Privacy:** There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy.
- **E-business:** The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

VI. DISADVANTAGES OF ONLINE SHOPPING

- **Delay:** The main disadvantage of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.
- **Inferior product:** You don't know about the actual quality of the product. Sometimes the description of the product might be different

than the actual product. As a result you might end up with inferior quality product.

- **Shipping Charge:** Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.
- **Delivery Problem:** Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.
- **Shopaholic:** Since it is very easy to search & purchase different items very easily and quickly from online, many people ends up being an online shopaholic. That means they buy too many things they actually don't need. Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them.
- **Scam:** As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation.
- **Some items are better to buy from the real Store:** You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not.
- **Return problem:** Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.
- **Warranty issues:** Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.

- **Miscellaneous trouble:** There are some other rare disadvantages such as credit card fraud, spyware etc.

VII. CONCLUSION

The internet has given rise to great potential for businesses through connecting globally. In case online purchasing stills more problems arising specially for apparel. Every consumer has faced number of difficulties. Based on finding it is concluded that online shopping is getting popular in the younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them.

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