A Study on Online Shopping Behaviour for Apparel

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Abstract - **In Today's Life, Everyone wants to wear the bright and trendy clothes of their own choice but while shopping the clothes it becomes very tedious to select clothes when many choices are available and we don't know anything about clothes to which area it's belong. We all know that Online Shopping is very much developed in India. By analyzing the current behaviour of Indian buyers, experts have estimated that the trend of e-shopping will become a basic phenomenon for buyers in the coming years. The focus is on the five online factors: financial risk, Product performance risk, delivery risk, trust and safety, and website design. Empirical data were collected by means of a questionnaire survey and distributed by hand and online to 100 respondents. The findings of this research have shown that website design is the most influential and important factor. Although product performance risk and confidence & protection have a significant impact on consumer online shopping behaviour, the study finds that the remaining factors of financial risk and delivery risk have no significant impact on consumer online shopping behaviour. In the last two years, there has been a significant increase in online clothing trade. The aim of this study is to analyse the trends in Indian consumers' online shopping in the clothing segment.**

Index Terms - **Apparel industry, trust and security online purchasing, satisfaction and shopping behaviour.**

INTRODUCTION

Online shopping is on the rise every day. There are various advantages of online shopping, such as time savings, access store from all over the world, it is available 24*7 hours, a variety of choices are available to compare products and brands. In addition to the advantages of online shopping, customers feel different forms of perceived risk factors and psychological factors are involved in online shopping. And it is very convenient to shop our loved things from a wide variety of stores available on the market. With the help of a mobile or Laptop we can book anything without any problem. And in fact we'll get our requested ordered things at our door step. it's easy.

Almost a wide range of things can be brought through online shopping. It is extremely secure. Customer service is accessible. Online product became a very important a part of company business scope, no matter their nature of conducting business as on-line corporations or typical corporations that area unit however to develop on-line services.

Online shopping activity consists of purchasing goods and services via the Internet (Moshref et al. 2012). The purchasing process has different steps similar to the physical purchase actions (Liang & Lai, 2000). Five phases are involved in the usual online buying process. Initially, when a customer discovers his or her desires for a product or service, he or she goes online and searches.

After collecting product details, the customer compares the product with other choices available by selecting an item according to his/her specifications and transaction criteria for selected items and obtains post-purchase experience (Kotler, P. 2000). Online shopping activity refers to the psychological state of the consumer when it comes to making online transactions (Li & Zhang, 2002).

Despite the rapid growth in online shopping and the advantages discussed above, Kim, Lee & Kim (2004) suggested that the search for customers in the online store does not result in a full purchase or transaction of their actual needs.

According to Moshref et al. (2012) before buying a product or service on the Internet, customers expect various forms of perceived danger, such as financial risk (loss of money), product risk (quality of product as seen on the website),

And the possibility of non-delivery (if the product remains undelivered).

THEORETICAL BACKGROUND

Some people might assume that the famous designers have just magically come up with an idea to make a collection of their own. Yeah, that's true in some cases,

but it's not true in other cases. From Sixteenth century the clothes now are very similar in some ways through the way women wear. The women of the 16th century and the women are not so different today.

The Global Study has confirmed that customers are becoming more price-conscious, individualistic, and Demand (value, fashion, and quality/price). Study on online clothes shopping includes factors that inspire and prevent such shopping, Performance and satisfaction of the websites of apparel.

Factors that hinder online clothing shopping include the failure to try out Apparel and questions about the protection of credit cards and difficulties in determining the quality of goods. Factors that motivate online clothing shopping include ease, fun, and fast online shopping. Those who have previous online shopping experience, those who are familiar with brands, and who are looking for online details, are more likely to make online clothing purchases.

Factors influencing the purchasing of clothing are the design, quality, brand and availability of a wide variety of products and the diversity of clothing found to be positively connected to online purchases.

Price has been stated to be a key purchasing factor for apparel. In addition, online shoppers are likely to find the prices of items in online retailers are often lower than those in brick-and-mortar stores. Discounts are said to have an impact on apparel purchased via e-commerce. The early online shoppers from India were influenced by features such as price, brand, quality and website influenced to shop due to price and discounts according to Gehrt et. al. (2012).

Online shopping is the behaviour of customers to shop online. People who find it easy to use, useful and enjoyable will take advantage of online shopping. The acceptance model of technology is used to explain the variables that influence online shopping. These variables are perceived utility, perceived ease of use and perceived pleasure. These variables and their effect on online shopping are explained as follows:
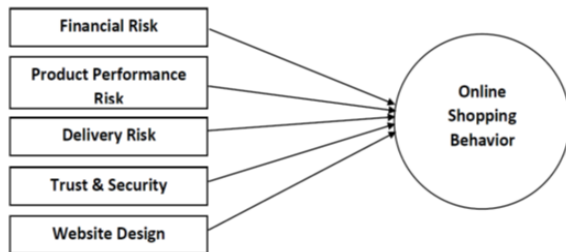

Figure – 1 Online Shopping Behavior

Perceived Usefulness

From the point of view of e-shopping, perceived usefulness is the belief of consumers that their online shopping can improve their efficiency. According to TAM (Davis, 1989), customers prefer to use the website that significantly affects their results.

According to Zhou et al. (2007), the consumer is likely to improve the productivity of online shopping and this has a positive effect on the entire buying process. Bhattacherjee, (2001) argues that the consumer chooses to buy a commodity when such use is considered to be of use.

Perceived Ease of Use

In the sense of online shopping, the perceived ease of use is the customer's belief that it will be easy to communicate with e-commerce websites. According to TAM, an easy-to-use online shopping website has a beneficial impact on the impression of usefulness. Many other researchers have found that easy-to-use technology improves people's sense of usefulness. As a result, PEOU has a major impact on PUSF. PEOU is estimated to have a favourable impact on the purchasing intention. As consumers find that interaction with an online shopping website is easy and easy to scan for product details and pay online, they choose online shopping.

The following assumptions are built on the basis of the above-mentioned discussion:

H2: The perceived ease of use (PEOU) has a positive impact on the purchasing intention.

H3: Perceived ease of use (PEOU) has a beneficial impact on perceived utility (PUSF).

Perceived Enjoyment

In the sense of online shopping, perceived pleasure (PE) is the customer's belief that he or she would have fun shopping online. Perceived pleasure is a hedonic aspect that has an impact on online shopping intentions. Enjoyment is an efficient response that affects results. Customers will have fun looking online for items. Enjoyment is a core aspect of online shopping. Online retailers should attach significance to this hedonic aspect when preparing to build their websites. Lu and Hsu, (2004) recommended online shopping for enjoyment results. Thong et al. (2006) indicated that pleasure would have a major impact on shopping.
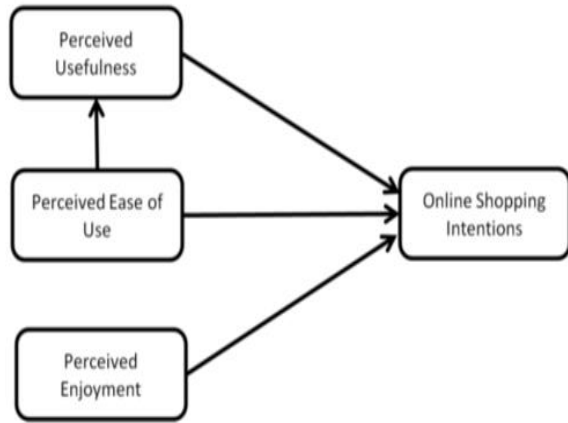
Figure – 2 Online Shopping Intentions

ONLINE PURCHASING BEHAVIOUR AND ATTITUDE

Online purchasing behaviour is an act in which customers actually pay for products on the Internet. Many customers are reluctant to shop online, and more than half abandon their options before payment takes place (Shim et al., 2001). For apparel transactions, this fear of purchasing can be linked to a variety of factors, including perceived financial or product risk (Beck, 2001).

However, due to simplicity (Beau dry, 1999), reasonable price (Beau dry, 1999) and range of goods, customers used the Internet for the buying of products as well as the quest for details. The present research aims to discover how consumer innovation contributes to the quest for knowledge and the actions of the purchaser.

Online shopping behaviour may be a reasonably individual's overall perception and analysis for. Product or service throughout on-line searching that might end in unhealthy or great way.

Online purchasing behaviour is that the act during which customers really purchase merchandise over the web. Several customers square measure hesitant to shop for on-line, and quite 0.5 abandon their alternatives before payment happens (Shim et al., 2001). For attire purchases, this concern of buying is also associated with several factors, as well as perceived money or product risk (Beck, 2001).

Customers' approach to online shopping for services relies on their familiarity with the service provider and their comfort with the Internet. Monsuwe (2004) suggests that consumer attitudes towards online shopping have been influenced not only by ease of use, utility and enjoyment, but also by exogenous factors such as customer personality.

Factors influence online consumer's behaviour:
Social Factors:
External influences that affect customer behaviour are: comparison classes, families and social positions and status. In the online world, customer behaviour is often affected by the virtual communities that are part of, and thus part of, the online environment by WOM's (Word-of-mouth).
External influences apply to pressures exerted by other individuals, and which have an effect on consumer buying behaviour. These social influences which include culture and subculture, roles and families, social status and comparison classes.

Psychological Factors:
The most representative psychological variables that affect online user behaviour are online perception, perception is the mechanism of understanding by which users have a sense of their own world. Many people assume that experience is passive, that is, that one sees and hears what is very critically out there. However, people are constantly detecting sensations and objects in their contexts, including the online environment. Around the same moment, experience is a synthesis of truth. The brain is trying to make sense of the stimuli to which it is subjected. They are internal to a person and create forces that affect his/her buying actions. The primary powers include motivation, understanding, learning, attitude and personality.

Personal Factors:
These involve characteristics that are special to an individual and affect the actions of a purchase. These factors include demographic, lifestyle and situational factors.

ADVANTAGES OF ONLINE SHOPPING

1. Convenience of online shopping
   Customers may buy things from the comfort of their home or workplace. Shopping is made easier and convenient for the consumer over the Internet. It is also quick to cancel transactions.
2. No pressure shopping

Generally, in physical markets, sales managers are attempting to influence consumers to purchase the items. There could be some kind of strain, while consumers are in no way pressurized in online stores.

3. Availability of online shop

In Online Shopping, The Shop is open on 365 x 24 x 7. So, we can book any product at any time. Hence, time is not the problem in online shopping.

4. Online tracking

Online customers can track the order status and delivery status at any time and tracking of products is also available.
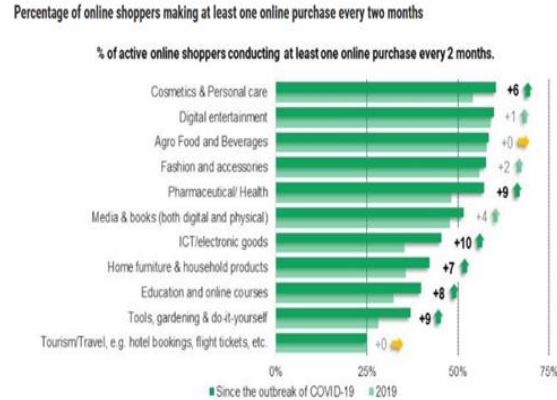
DISADVANTAGES OF ONLINE SHOPPING

1. Frauds in online shopping

Fraud in online retail is the greatest drawback in online shopping. A lot of people are drawn to amazing deals that sound too good to be real. Fake online shopping portals showcase some of the great items on the website and encourage buyers to purchase the product. Typically, websites that offer imitation merchandise instead of real items do not allow cash on delivery.

But, at the end of the day, consumers will either receive the fraudulent product or they will not receive the product at all. There are also instances of cybercrime where debit or credit card data are misused to make fraudulent transactions.

2. Delivery Problem

Sometimes we can face the risk of delivery. Delivery risk arises when the supplier fails to deliver the original product or delivers the defective product due to shipping problems.

3. Cannot touch the product

The worst part of online shopping is that we cannot touch the product and we cannot check the quality of product. In online shopping we can only see the given picture and we can read only the description. Online shopping is not ideal for people who want to purchase the product only after they have tried or touched it.

4. Warranty issues

Many electronic devices are sold without international warranty. So make sure you contact with the seller to check whether or not the item has an international warranty.

Figure – 3 Active Online Shoppers

Online purchases rise in COVID but consumer spending falls

The survey conducted by UNCTAD and Netcom Suisse ecommerce Association, unitedly with the Brazilian Network and Inveon, shows that on-line purchases is doubled by Sixth to Ten % across most product classes.

The biggest gainers are ICT/electronics, gardening/do-it-yourself, pharmaceuticals, education, furniture/ household products and cosmetics/personal care categories.
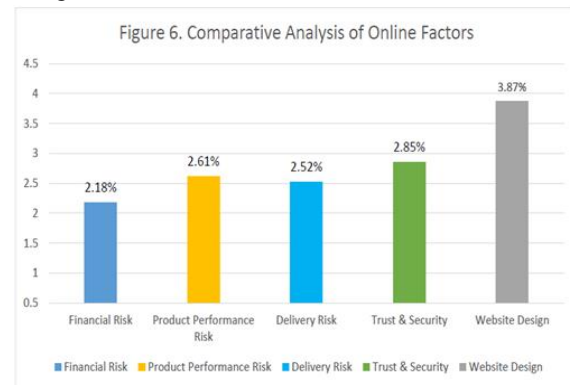

Figure – 4 Analysis of Online Factors

However, average monthly online expenditure per shopper has decreased markedly. Consumers in both emerging and developing economies have delayed higher spending, with emerging economies relying more on critical goods. Tourism and travel have suffered the greatest decline, with average spending per online shopper falling by 75%.

Online shopping according to different Category of Products in India

According to Google trends and research, Electronics (34%) top the list when it comes the most Online searched product category. Apparels such as t-shirt and accessories (30%) come next in line. This is followed by Study Materials like Notebook, Books (15%), Beauty Products and Personal Care Products (10%), Home and Furnishing (6%), Health Care (3%) and Baby Products (2%) in descending order. According to the same sources, 74% people prefer paying through Cash on Delivery and 18% people prefer paying through Debit Cards (18%) and remaining people through Credit Cards (5%).

Future growth aspects of online shopping in India:
India's e-commerce and online market has been getting bigger and better every day. With fast-paced lives, cut-throat markets and money changing hands in seconds, the online industry continues to grow.
The rapid adoption of technology was increased by the growing use of electronic devices i.e. Smartphones, laptops, tablets and most important by connectivity of the Internet.
Broadband, 3G, etc., which has led to an increase in the online user base. However, India's online market is relatively small compared to the more developed US and UK markets, but the growth rate has been phenomenal. There are countless retail outlets in India, 80 of which are well-known retailers. Sales of these well-known websites, such as Flipkart.com, exceed $100 million annually. Many analysts predict that this ever-growing demand is around $12.6 billion and is expected to hit $675 billion by 2016.

Figure – 5 Retail E-Commerce Sales in India

The Total retail revenues in India increased from $635.25 billion in the year of 2013 to $717.83 billion in the year just ended, rising at a rate of 13%. It hit $818.33 billion in 2015 with a Y-O-Y growth rate of 14.0 per cent. By 2018, gross retail volumes will increase to $1,244.58 billion, rising gradually at 14-15 % per year. And By the year of 2018, e-Commerce retail price in the country is expected to grow upto $17.52 billion.
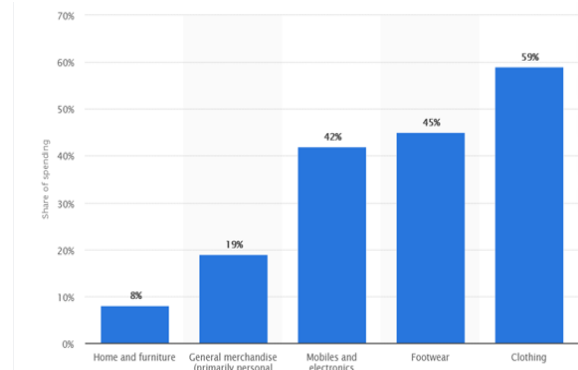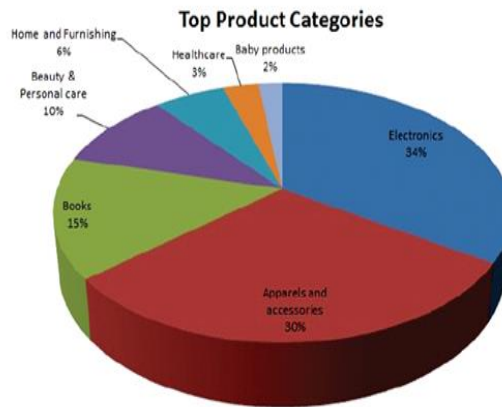

Figure – 6 Share of Spending in Online Shopping

Figure – 7 Online Top Product Categories

DESIGN

System Architecture and Overview
The design method includes translating the informational, purposeful and network necessities outlined throughout the initiation and designing parts into the unified style specifications employed by developers for script programs throughout the assembly phase. Program designs are built in a number of ways. Using a top-down approach, programmers first define and link major software components and interfaces, and then extend design layouts by identifying and linking smaller subsystems and connections. Using a bottom-up approach, designers first identify and link minor software components and interfaces, and then extend programming layouts by identifying and linking larger systems and connections.

Contemporary design techniques often use prototyping tools to construct mock-ups of things such as application screens, database layouts, and system architectures. End users, designers, developers, database managers and network administrators can evaluate and modify concept designs in an iterative process before they settle on an appropriate design. Designers should chart the completed designs carefully.

Detailed documentation improves the ability of the programmer to create and change programs after they are put into production. The documentation also helps managers ensure that final programs are compatible with the original targets and requirements. Organizations can develop initial testing, conversion, implementation and training plans during the design process. In addition, they can draw up customer, operator and maintenance manuals.

System Design
System style is that the method of shaping a system design, modules, interfaces and information to fulfill the outlined necessities. System design can be seen because of the application of system theory to growth.

COVID - 19: Men's and Women's Shopping Behaviors Vary:
Although survey data indicate that women are more likely to be worried about the effects of COVID-19, it also shows that men are more likely to have an impact on their shopping behavior. One-third of men, compared to 25% of women, registered a pandemic affecting how much they spend on goods.
In addition, 36% of men, compared to 28% of women, reported having an effect on how much they spend on experience (travel, restaurants, entertainment, etc.). Men were also found to be shopping online, avoiding more in-store encounters than women.

WHY CONSUMERS SHOP ONLINE?

These are the key reasons that customers provide for online shopping. We can see that the key factors for online shopping are Comfort and Price comparison. This chart also shows the value of the free shipping deal. Online shopping having various advantage like it saves a lot of time, it saves our money, and we get good quality of product and also online shopping provides various offers and discounts on products.
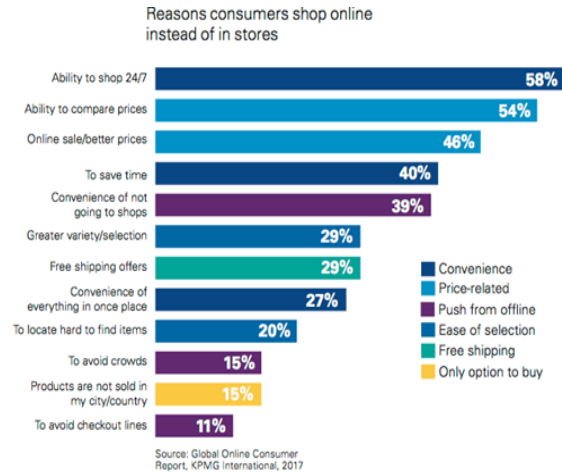

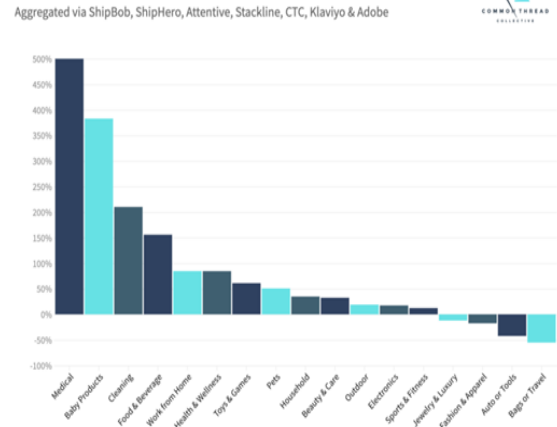Figure – 8 Reason of Online Shopping by Consumer

Figure 9. E-commerce Consumer Sales (COVID-19)

CONCLUSIONS

The internet has given rise to a great opportunity for companies by communicating globally. In the case of online sales, there are even more problems that occur particularly for clothing. Every user has had a variety of difficulties. Based on the finding, it is concluded that online shopping is becoming popular in the younger generation.

The biggest obstacle in the online shopping process is the issue of safety and therefore a low level of trust in online stores; sellers need to establish effective strategies to improve customer interest in them. The necessary and shocking results of the study is insignificant relationship of perceived utility with on-line looking intentions.

It clearly implies that the behavioral intentions of the sample members towards on-line looking were not

thanks to its utility however they attract towards the net buying alternative reasons.

Online Shopping is a web-based platform where people can buy products through electronic medium, India's online market is increasing year by year. Latest trends in online shopping in India are high spending on apparel and cell phones. Male in India purchase 3 times more than females. And Indian customers mostly preferred Cash on Delivery mode to pay for online shopping instead of using Debit Card, Credit Card, etc.

The system has been built with great care and error-free and at the same time is efficient and time-consuming. The purpose of this project was to develop a Desktop application for purchasing items from a Clothing Store. The entire System is secured. This project has given us great satisfaction in having designed a Desktop application which can be implemented to any nearby shops or branded shops selling various kinds of products by simple modifications.

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