

Factors Influencing Online Purchase Behavior of Apparel Products Among Women in Namakkal District

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Abstract—Online shopping is pleasant more popular day by day with the increase in the usage of World Wide Web known as www. Understanding women's need for online selling has become challenge for marketers. Particularly understanding the women's attitudes towards online shopping, making development in the factors that influence women to shop online and working on factors that affect them to shop online will help dealers to gain the competitive edge over others. In this focus, the researcher has taken this research to examine the factors influencing online purchase behavior of apparel products among women in Namakkal District. This study sample size had covered 120 women respondents in the study area. A well-structured questionnaire has been developed and distributed among the selected women to collect their opinion towards factors influence online buying behavior on apparel products. The collected data were coded into tables and charts with the help of the statistical package SPSS 22.0. Also, statistical tools such as Percentage Analysis, Mean Score Analysis, Standard Deviation and Anova Analysis. The results observed that most of women belong to age group of 25-35 years, qualified college level and married.

Index Terms—Online buying behavior, apparels, attitude and perception.

1. INTRODUCTION

India is changing with the latest trends in buying and selling apparel products. India is also known for its fashion as well as. Ethnic and traditional apparels have been an identity of India since long. But now-a-days fashion apparels have changed the scenario of Indian market. Modern consumption patterns have

changed and evolved where consumers are well aware of fashion trends and updates are easily available to consumers for all segment through online. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Hence, Variety, quick service and reduced prices are three significant ways in which online shopping influenced people from all over the world. Nowadays, online shopping is a fast-growing phenomenon. Growing numbers of women consumers shop online to purchase apparel products and services, gather apparel product information or even browse for enjoyment. This has changed women motivation behind their apparel consumption as well, some uses fashion as a means of presenting themselves to the society at large. Apparel design is a dynamic phenomenon which changes with time; irrespective of whether it is a garment, cosmetics or jewellery, but to define how fashion has changed. It is very important to comprehend and recognize the needs of women for the success of online business organizations. Marketing people are constantly examining the criteria and patterns of the factors affecting the women buying decisions to predict the future success by producing the required apparel products.

2. LITERATURE REVIEW

The study from Suganya and Beena Joice (2017) revealed that brand loyalty, attitude, values and belief had given more significance on impulse women purchasing. The results had showed positive impact on impulse buying behavior. Also, this study

observed that there was a significant difference in buying behaviour brand loyalty, attitude, values and belief. Results of Saadia Nasir et al. (2012) found that there was a positive relationship between household income and monthly buying behavior. Further, there was no co-relation between household income and preference to designer clothes. It had been found out that people belonging to low-income groups also preferred buying designer clothes. The results indicated that women of Pakistan consider traditional word of mouth to be more authentic than social media for making purchase decisions related to their apparels. The researchers Karan Singh Thagunna and Garima Khanal (2013) indicated that age played a role in the purchasing decisions she made, since women of different age group behave differently while purchasing items for their homes, for their offices or for personal use. Difference in the demographic factors such as personal status, religious belief, occupation and income level however do not bring difference in the buying behavior of Nepalese women, in general. In case of Srinivasan et al. (2015) confirmed that there was a relation between age of women & awareness of luxury products. Also, there was a relation between occupation of women & awareness of luxury products, but there was no relation between occupation of women & opinion of luxury products and buying of luxury products. Furthermore, there was a relation between yearly income of women & awareness of luxury products, but there was no relation between yearly income of women & buying of luxury products.

According to T. Vasanthi and V. Deepa (2016) found that there existed an association between consumer attitude and satisfaction with the impulse buying behaviour including the attitudinal as well as behavioural aspects of the consumers. The findings from study concluded that there was a significant relationship between the variables which affected women consumers' impulse buying behavior. The authors Ebtessam Ibrahim Mohammed Salim (2012) showed that the attitudes of the sample during their shopping were directed to the markets which provided them variety of clothes sizes and comfort. Also, it proved that women behaviors towards shopping which act like desire that satisfy her needs and family. The study revealed high level of

knowledge for the whole four aging group, but some statistical varieties were revealed in practices and attitude.

3. OBJECTIVES OF THE STUDY

- To study the socio-economic profile of the selected women in Namakkal district.
- To examine the factors influencing online purchase behavior of apparel products among women in Namakkal district.

4. HYPOTHESES OF THE STUDY

- There is no significant difference between the selected socio-economic variables and online purchase behavior of women towards apparel products.

5. RESEARCH DESIGN

The research is based on descriptive in nature. For examining the factors influencing online purchase behavior of apparel products among women in Namakkal District, 120 women respondents have been selected randomly who are using online for purchasing apparels. A well-structured questionnaire was designed as a tool for data collection. The collected data were coded into tables and graphs. Simple statistical tools like Percentage Tables, Mean Score analysis, Standard Deviation and ANOVA Analysis have been used. All the analysis was done by using IBM SPSS 22.0.

6. ANALYSIS AND INTERPRETATION

6.1 Socio-economic Profile of the Respondents

Socio-economic profile and online purchase behavior profile of the respondents is given below.

Table 1 : Socio-economic Profile of the Respondents

No.	Socio-economic Profile	No. of Respondents	%
1	Age		
	• Less than 25 years	26	21.7
	• 25-35 years	41	34.2
	• 36-45 years	34	28.3
	• Above 45 years	19	15.8
	Total	120	100.00
2	Educational Qualification		
	• School level	34	28.3
	• College level	47	39.2
	• No formal education	13	10.8
	• Others	26	21.7
	Total	120	100.0
3	Marital Status		
	• Married	81	67.5
	• Unmarried	39	32.5
	Total	120	100.0
4	Family Monthly Income		
	• Upto Rs.20000	29	24.2
	• Rs.20001 – 40000	32	26.7
	• Rs.40001 – 60000	37	30.8
	• Above Rs.60000	22	18.3
	Total	120	100.0
5	Factors impulse for purchase		
	• Best Deals	31	25.8
	• Product Review	47	39.2
	• Today offer	25	20.8
	• Minutes Offer	17	14.2
	Total	120	100.0
6	Frequency of Purchase		
	• Upto 10 times	39	32.5
	• 11-20 times	46	38.3
	• Above 20 times	35	29.2
	Total	120	100.0
7	Spending Amount		
	• Upto Rs.5000	24	20.0
	• Rs.5001-10000	37	30.8
	• Rs.10001-20000	31	25.9
	• Above Rs.20000	28	23.3
	Total	120	100.0

- It is inferred from the above analysis that 21.7 percent of the respondents belong to less than 25 years of age group, 34.2 percent of the

respondents belong to age category of 25-35 years, 28.3 percent of the respondents belong to 36-45 years of age group and 15.8 percent of the

respondents belong to age category of above 45 years.

- It is divulged from the analysis that 28.3 percent of the respondents educated school level, 39.2 percent of the respondents qualified college level, 10.8 percent of the respondents are not having formal education and 21.7 percent of the respondents have other qualifications.
- It is revealed from the analysis that 67.5 percent of the respondents are married and 32.5 percent of the respondents are unmarried.
- It is observed from the analysis that 24.2 percent of the respondents are having upto Rs.20000 as their monthly family income, 26.7 percent of the respondents are having Rs.20001-40000 as their monthly family income, 30.8 percent of the respondents are having Rs.40001-60000 and 18.3 percent of the respondents are having above Rs.60000 as their monthly family income.
- It is examined from the analysis that 25.8 percent of the respondents are induced by best deals for online purchase, 39.2 percent of the respondents are encouraged by product review for online purchase, 20.8 percent of the respondents are induced by today offer and 14.2 percent of the respondents are prompted by minutes offer for online purchase of apparels.
- It is indicated from the analysis that 32.5 percent of the respondents are purchasing apparels upto 10 times in a year, 38.3 percent of the respondents are buying 11-20 times and 29.2 percent of the respondents are purchasing apparels above 20 times per year.
- It is showed from the analysis that 20.0 percent of the respondents are spending upto Rs.5000 for purchasing apparels yearly, 30.8 percent of the respondents are using Rs.5001-10000 for purchasing apparels in online, 25.9 percent of the respondents are spending Rs.10001-20000 and 23.3 percent of the respondents are using above Rs.20000 for purchasing apparels per year.

6.2 Section 2: Factors Influencing Online Purchase Behavior

In this section, the researcher has explored about the factors influencing online purchase behavior of apparel products among women in the study area. For the purpose, six statements have been designed with 5 point Likert's scaling method for examining the factors influencing online purchase behavior of apparel. The mean and SD of the statements are given in the following table.

Table 2 : Factors Influencing Online Purchase Behavior

S.No.	Influence of online purchase behavior	Mean	SD
1	Shopping the products from home	3.87	1.21
2	Availability of online apparel products	3.60	1.23
3	Product selection is easy	3.60	1.18
4	Online shopping is convenient to shop	3.71	1.24
5	Purchasing apparels at any time (24*7)	3.53	1.33
6	can save time and myself from chaos of traffic	3.42	1.09

It is obtained from the above analysis that among the six categories of influence of online purchase behavior, most of the women are influenced by shopping the product from home with the mean score of 3.87 and followed by online shopping is convenient to shop with the mean score of 3.71.

Relationship between Socio-economic variables and influence of online purchase behaviour of apparel products (Anova Analysis)

For testing the relationship between selected socio-economic variables and influence of online purchase behaviour, a hypothesis has been framed and tested by Anova test. The test results are discussed in the following tables.

Age and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their age.

Table 3: Age and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	0.562	3	0.187	0.545	0.653 ^{NS}
Within Groups	39.893	116	0.344		
Total	40.455	119			

Note: NS – Not Significant

It is indicated that the null hypothesis is accepted for the reason of 'p' value is greater than 0.05. So, it is found that all the women are having equal level influence of online purchase behavior on apparel products with respect to their age.

Educational Qualification and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their educational qualification.

Table 4 : Educational Qualification and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	2.643	3	0.881	2.703	0.049**
Within Groups	37.812	116	0.326		
Total	40.455	119			

Note: ** – Significant at 5% level

It is showed that the null hypothesis is rejected for the reason of 'p' value is lesser than 0.05. So, it is found that all the women are not having equal level influence of online purchase behavior on apparel products with respect to their educational qualification.

Marital Status and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their marital status.

Table 5 : Marital Status and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	2.238	1	2.238	6.909	0.010*
Within Groups	38.217	118	0.324		
Total	40.455	119			

Note: * – Significant at 1% level

It is examined that the null hypothesis is rejected for the reason of 'p' value is lesser than 0.05. So, it is found that all the women are not having equal level influence of online purchase behavior on apparel products with respect to their marital status.

Family Monthly Income and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their family monthly income.

Table 6 : Family Monthly Income and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	4.640	3	1.547	5.010	0.003*
Within Groups	35.814	116	0.309		
Total	40.455	119			

Note: * – Significant at 1% level

It is noted that the null hypothesis is rejected for the reason of 'p' value is lesser than 0.05. So, it is found that all the women are not having equal level influence of online purchase behavior on apparel products with respect to their family monthly income.

Factors impulse and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their factor's impulse.

Table 7: Factors impulse and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	1.136	3	0.379	1.117	0.345 ^{NS}
Within Groups	39.319	116	0.339		
Total	40.455	119			

Note: NS – Not Significant

It is concluded that the null hypothesis is accepted for the reason of 'p' value is greater than 0.05. So, it is found that all the women are having equal level influence of online purchase behavior on apparel products with respect to their factors impulse.

Frequency of Purchase and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their frequency of purchase.

Table 8 : Frequency of Purchase and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	1.899	2	0.949	2.881	0.060 ^{NS}
Within Groups	38.556	117	0.330		
Total	40.455	119			

Note: NS – Not Significant

It is determined that the null hypothesis is accepted for the reason of 'p' value is greater than 0.05. So, it is found that all the women are having equal level influence of online purchase behavior on apparel products with respect to their frequency of purchase.

Spending Amount and Influence of Online Purchase Behaviour

H₀: All the respondents are having equal level influence of online purchase behavior with respect to their spending amount.

Table 9 : Spending Amount and Influence of Online Purchase Behaviour

	Sum of Squares	df	Mean Square	F	'p'
Between Groups	3.542	3	1.181	3.710	0.014**
Within Groups	36.913	116	0.318		
Total	40.455	119			

Note: ** – Significant at 5% level

It is obtained that the null hypothesis is rejected for the reason of 'p' value is lesser than 0.05. So, it is found that all the women are having equal level influence of online purchase behavior on apparel products with respect to their spending amount.

7. FINDINGS

- It is obtained from the analysis that majority (34.2%) of the respondents belong to age group of 25-35 years.
- It is found from the analysis that majority (39.2%) of the respondents qualified college level.
- It is inferred from the analysis that majority (67.5%) of the respondents are married.
- It is surmised from the analysis that majority (30.8%) of the respondents are having Rs.40001-60000 as their monthly family income.
- It is revealed from the analysis that majority (39.2%) of the respondents are induced by product review for online purchase of apparels.
- It is examined from the analysis that majority (38.3%) of the respondents are purchasing apparels for 11-20 times in a year.
- It is indicated from the analysis that majority (30.8%) of the respondents are spending Rs.5001-10000 for purchasing apparels yearly.
- It is noted from the above analysis that most of the women are influenced by shopping the product from home with the mean score of 3.87 among the six categories of influence of online purchase behavior.
- It is confirmed that all the women are having equal level influence of online purchase behavior on apparel products with respect to their age.
- It is found that all the women are not having equal level influence of online purchase behavior on apparel products with respect to their educational qualification.
- It is divulged that all the women are not having equal level influence of online purchase behavior

on apparel products with respect to their marital status.

- It is showed that all the women are not having equal level influence of online purchase behavior on apparel products with respect to their family monthly income.
- It is found that all the women are having equal level influence of online purchase behavior on apparel products with respect to their factors impulse.
- It is identified that all the women are having equal level influence of online purchase behavior on apparel products with respect to their frequency of purchase.
- It is concluded that all the women are having equal level influence of online purchase behavior on apparel products with respect to their spending amount.

8. SUGGESTIONS

- Awareness should be created to women about online shopping portals and its' potentials through attractive offers and discounts announced in online purchase.
- Online apparel stores selling customized products should stress more on providing this facility and provide better communication with the women customers through telephone or online salesperson.
- Government should play an essential role in encouraging the online purchase among women consumers in India.
- The admins of online portal must give a thought to secure, time saving, information about apparel product and services factors when they design their online product strategy.

- Transactions should be safe and proper security should be assured to the women making online purchases.

9. CONCLUSION

This study focused that the factors influencing online purchase behavior of apparel products among women in Namakkal District. Usage of internet includes the women's purchase of product as well as the intention to secure for apparel product related information while experiencing the new technology. The results revealed that women preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like apparel product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This study concluded that online shopping among women is having very bright future in India and perception towards online shopping is getting better in India. With the use of internet, women can shop anywhere, anything and anytime with easy and safe payment options. They can do comparison shopping between apparel products, as well as, online stores.

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