



## CUSTOMER PREFERENCE TOWARDS APPAREL BRANDS USING ONLINE SHOPPING

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### **Abstract**

*The customer preference of shopping in the era of technology driven environment has significantly changed as most of the age group in between 18 years to 30 years prefer to shop online for the purchase of apparel. The apparel brands especially will be given high importance for shopping by most of the teenagers and this kind of phenomenon has encouraged many online shopping websites to target the youth customers for shopping. In this paper, an attempt is made to realize the perception of customers on online shopping with special reference to Apparel Brands.*

**Key words:** *E-Commerce, Online Shopping ,Preference, Perception.*

### **1.Introduction**

Internet is changing the way customer shop and buys goods and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing cost, thereby reducing the price of their products and service in order to stay ahead in highly competitive markets. Companies also use the internet to convey, communicate and disseminate information.

Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. The buyer's decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone, never stepping foot into traditional brick-and-mortar locations. The internet makes doing business much easier and faster. It's led to changes in the way people do business with a rapidly growing world wide trend towards online shopping or e-commerce. To sell the product, to talked feedback and also to conduct satisfaction survey with customers. Customers use the internet not only to buy the product online, but also to compare price, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the e-commerce existing and potential customer. It has been more than a decades since business-to-customer e-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into customer behavior in cyberspace.

### **2. Online Shopping and E-Commerce in India**

The rapid growth of e-commerce in India over the last two decades, rising internet and mobile phone penetration has changed the way we communicated and do business. E-commerce is relatively a novel concept. It is, at present, heavily leaning on the internet and mobile phone revolution to fundamentally alter the business reach their customer. The online fashion retailing industry is burgeoning. Numerous sites have cropped up in the past few years to claim their share of a very satisfying retail pie. This competition has also resulted in small and big ventures innovating to try and stay ahead of a ferocious pack.

The segment is also attracting capital. According to a paper published by Technopak, a consultancy firm, titled 'Apparel E-tailing in India', the \$130-million apparel "e-retailing space" in the country has attracted investments worth \$70 million, or 40% of the total funding Indian online retailers got in the past two years. The growth is expected to be led by increased customer-led purchases in durables and electronics, apparels and accessories, besides traditional product such as books and audio-visual. The birth and growth of internet has been the biggest event of the century. E-commerce in India has come a long way from a timid beginning in the 1999-2000 to a period where one can sell and find all sort of stuff from a high end product to a meager peanut online. Most corporation are using internet to represent their product range and service so that it is accessible to the global



market and to reach out to a larger range of their audience. Apparel brands are investing especially heavily in online shopping capabilities and introducing interactive features that complement apps and websites. Retailers and manufacturers are rushing out new products to keep pace with the leaders of fast fashion such as Zara, H&M, and Forever 21, which launch new fashions every week or so. There are a lot of reasons why customers today prefer shopping online:

1. **Convenience.** The convenience is the biggest perk. Where else can you comfortably shop at midnight while in your pajamas? There are no lines to wait in or shop assistants to wait on to help you with your purchases, and you can do your shopping in minutes. Online shops give us the opportunity to shop 24/7, and also reward us with a 'no pollution' shopping experience. There is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through. Downloadable items purchased online eliminate the need for any kind of material goods at all, as well, which helps the environment!
1. **You can send gifts more easily.** Sending gifts to relatives and friends is easy, no matter where they are. Now, there is no need to make distance an excuse for not sending a gift on occasions like birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day, and so forth.
2. **Price comparisons.** Comparing and researching products and their prices is so much easier online. Also, we have the ability to share information and reviews with other shoppers who have firsthand experience with a product or retailer.
3. **No crowds.** If you are like me, you hate crowds when you're shopping. Especially during festivals or special events, they can be such a huge headache. Also, it tends to be more chaotic when there are more crowds out and this sometimes makes us feel rush or hurried. Grumpy, annoying, and smelly people also annoy me when I'm out shopping. Plus, parking becomes a huge issue. All of these problems can be avoided when you shop online.
4. **No need to travel.** People don't usually like to move a lot to get what they want. Of course, nothing can compete with experience of going to a cloth boutique and buying what you want, but normally people just don't want to travel. Customers don't usually leave near the shops they would want to visit, but today they have an option to visit the shop online.

### 3. Customer Behaviour toward Purchase of Online Apparel

Customer attitude toward online shopping refers to their psychological state in terms of making purchases over the internet. Online buying behavior process refers to the product purchased online. The process of online buying behavior consists of five steps and it is similar to traditional shopping behavior. Before making final purchase customer are bombarded by several factor which limit or influence customer for the final decision.

### 4. Objectives of the study

The objective of the research study is to investigate customer behavior toward purchasing online apparel, which in turn provides e-marketer with a constructional framework for their e-business strategies. The specific objectives of this research are.

1. To know the customer awareness about online shopping.
2. To know the various factor which motivate a customer preference of online shopping
3. To study the preference of apparel brands by the customers
4. To know the problem they face during online shopping.

### 4. Research methodology

The purpose of this research is primarily to identify and get insight in to what main factors the online customers takes into consideration when purchasing online apparel. Further, the finding of this research will be outlined a simplification for online purchase of apparel in order to enhance their customer knowledge and increase their online marketing strategy effectiveness. Primary data was collected using a structured questionnaire Closed Ended and Questions related to measure the satisfaction level of respondents keeping in view the objectives of the study.



Secondary Source: Secondary Data was gathered from websites as well as some research papers related to this similar topic. The entire data collection is done for knowing the behavior of the customers towards purchasing of online apparel. The sample size of my project is 100.

### 5. Analysis and Discussion

Based on the study on 70 respondents chosen for the field survey, the cronbach's alpha is computed to evaluate the internal consistency among the variables studied. The results are presented in table-1.

**Table-1, Reliability Analysis results**

Reliability Statistics	
Cronbach's Alpha	N of Items
.938	23

Source: field survey

From the results presented in table-1, for 23 items framed for the survey, the computed alpha is 0.938 which show that there is a high internal consistency among the items framed for the field survey.

#### A) T-test results

The Samples T Test compares the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. The Samples T Test is a parametric test. This test is also known as: Sample t Test. To analyze the gender wise significant difference in the perception of the customers, independent sample t-test is applied and results are shown in table-2.

**Table-2, Results of Independent Sample t-test**

Independent Samples Test										
		Levine's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
employment type of respondent	Equal variances assumed	.224	.638	-1.376	68	.173	-.337	.245	-.825	.151
	Equal variances not assumed			-1.382	67.638	.172	-.337	.244	-.823	.150

Source: field survey

#### Interpretation

Ho: There is no significance difference in the perception of male and female customers on purchasing of online apparel

H1: There is significance difference in the perception of male and female customers on purchasing of online apparel

P=.173 which is greater than .05 then we have to accept H0. Hence, proven that there is no significance difference in the perception of male and female customers on purchasing of online apparel.



**B) Results of Chi-square Test**

The association between area of the customers and preference of apparel brands through online shopping is analyzed using Chi-square test. Results are show in table-3.

**Table-3,Chi-square test results**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.558 <sup>a</sup>	4	.816
Likelihood Ratio	1.570	4	.814
Linear-by-Linear Association	.682	1	.409
N of Valid Cases	70		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.94.

Source: field survey

**Interpretation**

Ho: There is no significance association in between area of locality of the customers and preference on apparel brands through online shopping.

H1: There is a significance association in between area of locality of the customers and preference on apparel brands through online shopping

P=.816 which is greater than .05 so we have to accept H0.

Hence, it is concluded that there is no significance association in between area of locality of the customers and preference on apparel brands through online shopping.

**C) Results of cross tabulation**

The results on gender wise amount of transaction done through online shopping for the purchase of apparel brands is analyzed and presented in table-4. From the results, it is clear that majority of the customers from both male and female category have opined that they shop below Rs.2500 through online shopping. Overall, majority ty of the customers are doing online shopping in the range of less than Rs.3000 for the purchase of apparel brands.

**Table-4,Cross Tabulation Results**

		Count				Total
		Amount of Transaction done through online shopping				
		below 2500	2500-3000	3000-3500	above 3500	
gender type of respondent	male	17	6	11	0	34
	female	15	11	3	7	36
Total		32	17	14	7	70

Source: field survey

**D) Results of ANOVA test**

The ANOVA test is applied to analyze whether there is a significant difference in the amount of transaction done through online shopping. Results are presented in table-5.

**Table-5,ANOVA Test results**

ANOVA					
gender type of respondent					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.506	4	.126	.484	.747
Within Groups	16.980	65	.261		
Total	17.486	69			

Source: field survey



## Interpretation

Ho: There is no significance difference in the amount of transaction done through online shopping.

H1: There is a significance difference in the amount of transaction done through online shopping.

$P=.747$  which is greater than  $.05$  so we have to accept Ho. Hence, it is concluded that there is no significance difference in the amount of transaction done through online shopping.

## 6. Findings& suggestions

1. The study confirms that review are highly popular among the age group of 15-20 is above 50% of the sample population.
2. However, the purchase of online apparel influences the people because they feel that online purchase is safe and they give the doorstep delivery which consume there time and make them feel comfortable.
3. I suggest that the customer should be made aware of that one of the safety aspects of using credit cards and debit card is in the case of dispute.
4. As it shows that online purchaser are protected from fraudulent use of credit card or debit card.

## 7. Conclusion

Online shopping is picking up and becoming a trend, more customer are indulging into internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience 24\*7 shopping, doorstep delivery, a broad product selection and the ever expanding range of unique and unusual gift ideas . Online shopping can be convenient, cost-effective and safe when provided that the customer take certain precautions before making your purchase. Customers must be very much attentive towards the fake shopping websites and the heavy discounts offered on apparel brands.

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