



OPEN ACCESS INTERNATIONAL JOURNAL OF SCIENCE & ENGINEERING

ONLINE SHOPPING IN LUCKNOW: A STUDY OF WOMEN CONSUMER BUYING BEHAVIOR WITH REFERENCE TO CLOTHING WEAR

Author:- Ritu Singh¹

Research Scholar, Maharishi University of Information Technology(MUIT), Lucknow, Uttar Pradesh, India¹

ritusingh1619@gmail.com¹

Co-Author:- Dr. Supriya Pathak²

Associate Professor, Maharishi University of Information Technology(MUIT) Lucknow, Uttar Pradesh, India²

Abstract: Consumer market for fashion apparel has become more varied by in outpouring of designer brands, store brands, advertisement customs and personalization in the international market place of today. The preference of women towards fashion changes day by day. A buying behavior pattern of many women has changed their attitude towards fashion as they buy clothes to assure themselves. Women think differently from men because there are sensual, natural and behavioral variations between the brains of men and women. These differences in turn make an impact on their shopping behavior. Most of the women especially our young generation prefer to buying where there is malicious talk. Online shopping has become a way of life for most of the people especially working women. Indian online market is estimated to grow 3.5 times to touch 175 million by 2020. Statistics show that the amount of consumer purchasing online is rising and the quantity of their purchases also increasing rapidly. The research indicates that shift in buying behavior towards online is positive due to reasons like big discounts, various schemes, quality of products offered, privacy and cash on delivery. Indian markets have been very popular in fashion and especially when it comes to Lucknow. It is not only a metropolitan city but a fashion hub too. India is a country of the mix and different culture and each consumer has its own choice and preference and when it comes to women they prefer buying fashion apparels in every season or occasions. This study is conducted to focusing on females buying behavior during the purchase of their apparel in Lucknow. Other factors like culture, tradition and occasions are also paying the major role in female buying behavior.

Keywords: *Online Shopping, Consumer behavior, Fashion, Privacy*

I INTRODUCTION

The women change their fashion wardrobe by day to day. Often women leaned towards fashion and new clothes to satisfy themselves. Women expectations towards clothing differ in various dimensions like comfort, easy availability on websites, cost etc. In this modern fashionable era, women buying behavior towards clothing increases. The study is based on Lucknow region women.

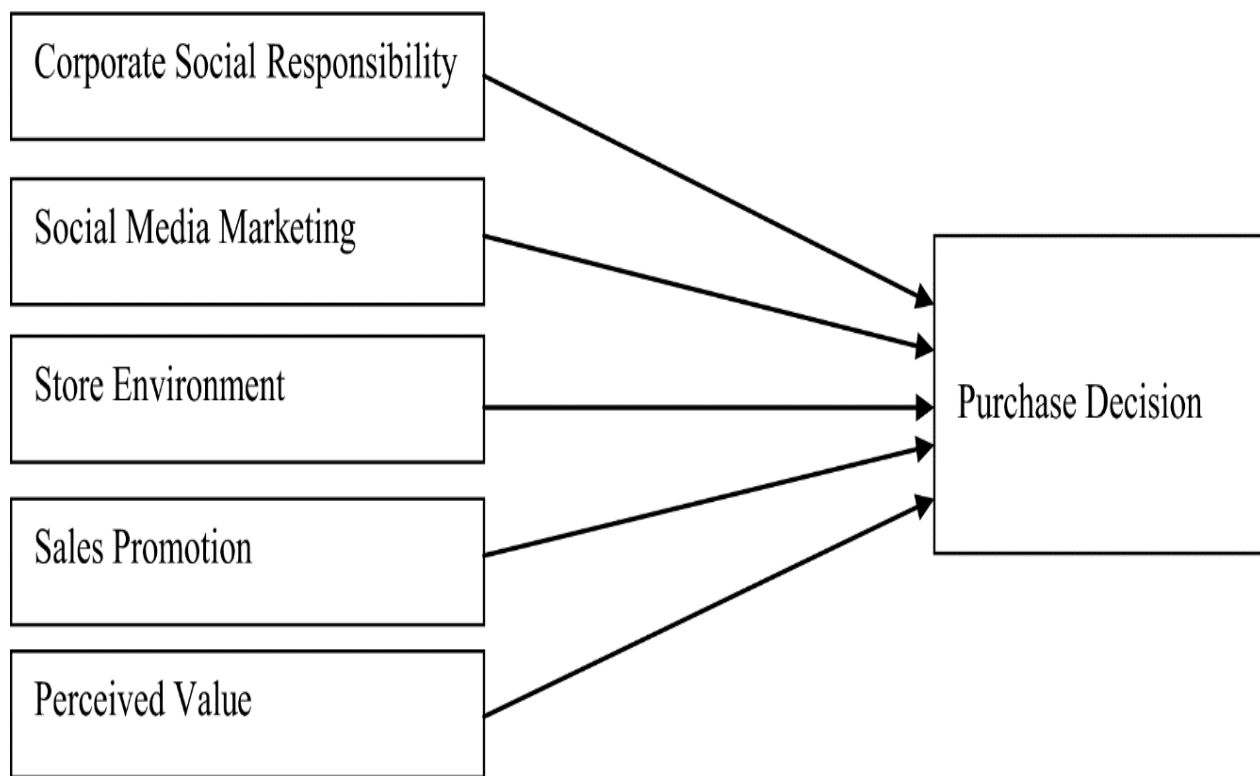
There are a number of causes for purchasing cloths on online platform. As indicated by the historical backdrop of style, there are various reasons why people put something on. The change in ladies' attire and style throughout the years has not been as intense when contrasted with its western partners attributable to different conventional convictions esteems despite everything held by most Indian ladies. The impact of design on dress is as old as the custom of.

| | |
|------------------------------------|--------|
| Clear Product Image | 87.60% |
| Product Reviews | 78.10% |
| Product Description | 77.30% |
| Easy Checkout Process | 75.60% |
| Easy Search | 69.30% |
| Simple Navigation | 55.80% |
| Easy to use on Mobile device | 48.40% |
| Payment Options | 39.50% |
| Remember my preference and history | 30.8 |
| Product Videos | 20.90% |

The changing social mentality of numerous ladies has changed their demeanor towards style as they purchase garments to fulfill themselves. Approach The examination depends on both essential information and optional information. Factual instruments utilized for the examination are Simple rate investigation, Descriptive insights, ANOVA (t-test, f-test), and the essential information were gathered by utilizing basic irregular method.

On the basis of the previous studies undertaken in this territory, a number of factors have been identified which affect the perception of customers in respect of brands and consequently their assessment. These factors have been joined in the current study as five dimensions of purchasing conduct model which impact the buy aims of the client. These incorporate store qualities, item qualities, Reference gatherings, buyer attributes what's more, promotional factors.

Conceptual Framework



Store Attributes

Store qualities are the store atmospherics furthermore,

qualities like offices in the store, services provided by the store, store format etc. which influence the consumer apparel buying behavior (Gurunathan, 2013).

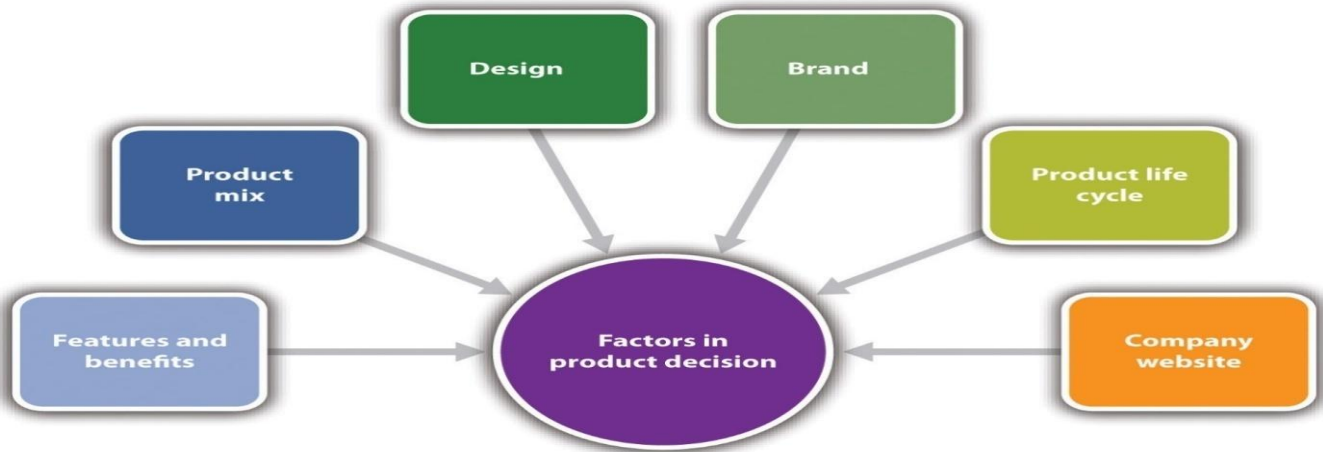
| Variables | Items |
|--------------------------|---|
| Security | Hesitation about providing information |
| | Risk of the loss of privacy |
| | Risk of identity theft |
| Information availability | Identical information |
| | Accurate information |
| | Timely information |
| Shipping | Free shipping |
| | Product delivery |
| | Delivery of the mistaken product |
| | Delivery of appropriate size of the product(clothing) |
| | Quality and freshness of the delivered product |
| | Product delivery at weekends |
| Quality | Same quality product |
| | Same purchase conditions |
| | Rare product inconsistency |
| Pricing | Money Saving |
| | Cheaper purchase |
| | Lower expense per transaction |
| Time | Time saving |
| | 24/7 purchase |
| | Smart time spending |
| Customer satisfaction | Satisfaction with online shopping |
| | Attractiveness for usage |
| | Recommendation to others |
| | Pleasure of usage |
| | Excellence of usage |

The retail stores play major role in influencing consumers for both store and manufacturer's brands. Attitude toward promoted brands is characterized by positive store picture, keen customer self-perception, need for alliance, and money demeanor regarding power, prestige and anxiety. However, attitude of consumers towards store brands is decided by more positive store picture, cost advantage, extend of items to work out buying options, loyalty and trust related factors (Liu and Wang, 2008). In the present

study, this attribute comprises variety, post transaction services, services by staff, physical facilities and membership facilities.

Product Attributes

Product attributes are the product feature such as product quality, price, style, design, colour etc. Kwan et al (2004) identified five factors in clothing choice criteria viz. named product and self image related criteria, style and quality related criteria, durability and easy care, fit and sex fittingness, furthermore, cost.



Item quality alludes to the highlights or on the other hand attributes of a product or service that is able to satisfy the stated or implied customer needs. In other words, product quality can be defined as "fitness for use" or 'conformance to requirement' (Russell Bennett, McColl Kennedy & , 2007). In this study, product attribute dimension includes price, fit, quality, style and durability.

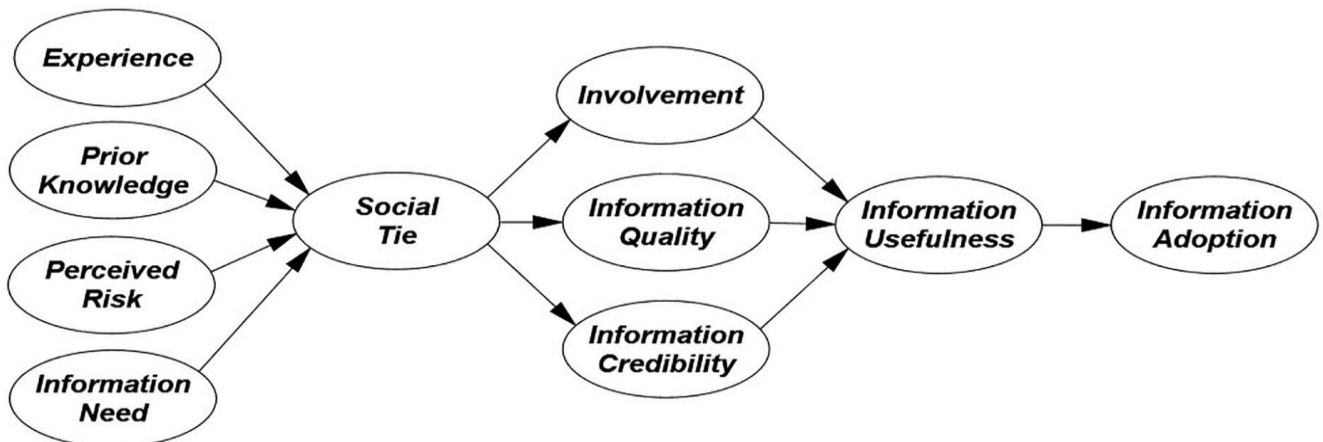
Reference Groups

The youth of today specially women generally seek acceptance from their peers to boost their self-confidence and to blend with their social surrounding. Reference groups are the external influencers like TV programs, magazines, shoppers' top choice big names or on the other hand stars,

companions, family individuals, other people etc. who impact the attire purchasing conduct of the shoppers. This measurement in the present study is estimated by impact of family furthermore, companions, past experience, Internet, TV/Magazines and Celebrity influence.

Consumer Characteristics

Shopper qualities approach appeared to be the most amazing also, logical as it focused on the mental orientation of consumers in making decisions. Consumer characteristics are the consumer attributes like involvement, fashion & brand consciousness, loyalty, emotion and so forth which varies from purchaser to purchaser also, moreover have impact on clothing purchasing conduct.



In this study this measurement is estimated under the pointers viz. style consciousness, store image, impulsive buying behavior, brand loyalty, and preference to wear and try before purchase.

Promotional Factors These are the various promotional techniques used by the marketer to attract a large consume base. Duncan (2005) states that promoting has verifiably been the primary correspondence choice for marketers as it

can quickly increase brand awareness and brand knowledge though advertising impact is difficult to measure. Advertising plays a conspicuous role in marketing as it works more unmistakably than other advertising factors (Eadie et' al., 1999). In the present study, this dimension includes pricing techniques, social media, in-store promotions, celebrity endorsements, and visual display.

| | | |
|-------------------|--------|----------------------|
| Comfort | 65-75% | Extremely Important |
| Durability | 45-55% | Important |
| Fit | 65-75% | Extremely Important |
| Quality | 70-80% | Extremely Important |
| Well Known Brand | 50-55% | Moderately Important |
| Latest Fashion | 45-55% | Neutral |
| Country of Origin | 30-35% | Neutral |
| Price | 60-70% | Important |

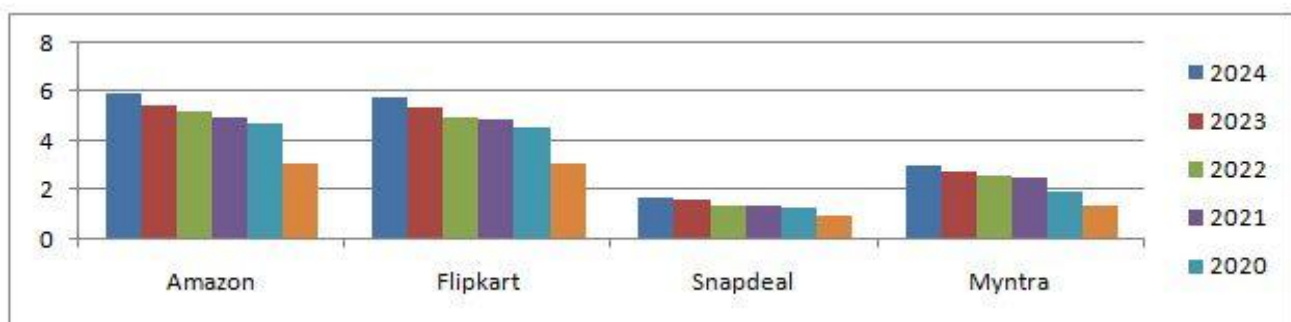
Development of E-business in India

India, rising financial superpower and the third greatest web showcase in term of customers, has opened up gigantic open doors for the advancement of web based business. As the decades progressed, India has seen an incredible change right now print educated workforce to the phone, radio, TV to Internet correspondence and cell phone applications. While in nations like China and US, online business has taken noteworthy steps to achieve deals of more than 150 billion USD in income, the industry in India is, still at its start. Nonetheless, the area has seen the development of practically 35% in 2014. To see the blast in the business, more associations in India are joining the computerized showcase

fleeting trend these days. The tremendous appropriation of web with the increasing proficiency rate in India has raised the advancement of internet business in the Country. Online business is in all likelihood the best thing that has happened to the white collar class populace with higher aspirations and lesser time. Not just it advances to white collar class, internet business propels both quality-disapproved of Indian customer just as little business people. Around the globe, internet business has gotten it pursuing which is very advantageous for the white collar classes. The immense appropriation paces of Snapdeal and Flipkart have demonstrated that in India,

online business will go far. Right now, Indian clients are driving web based business through web based shopping by purchasing gadgets, garments and books.

The FFF Model of Online Consumer Behavior



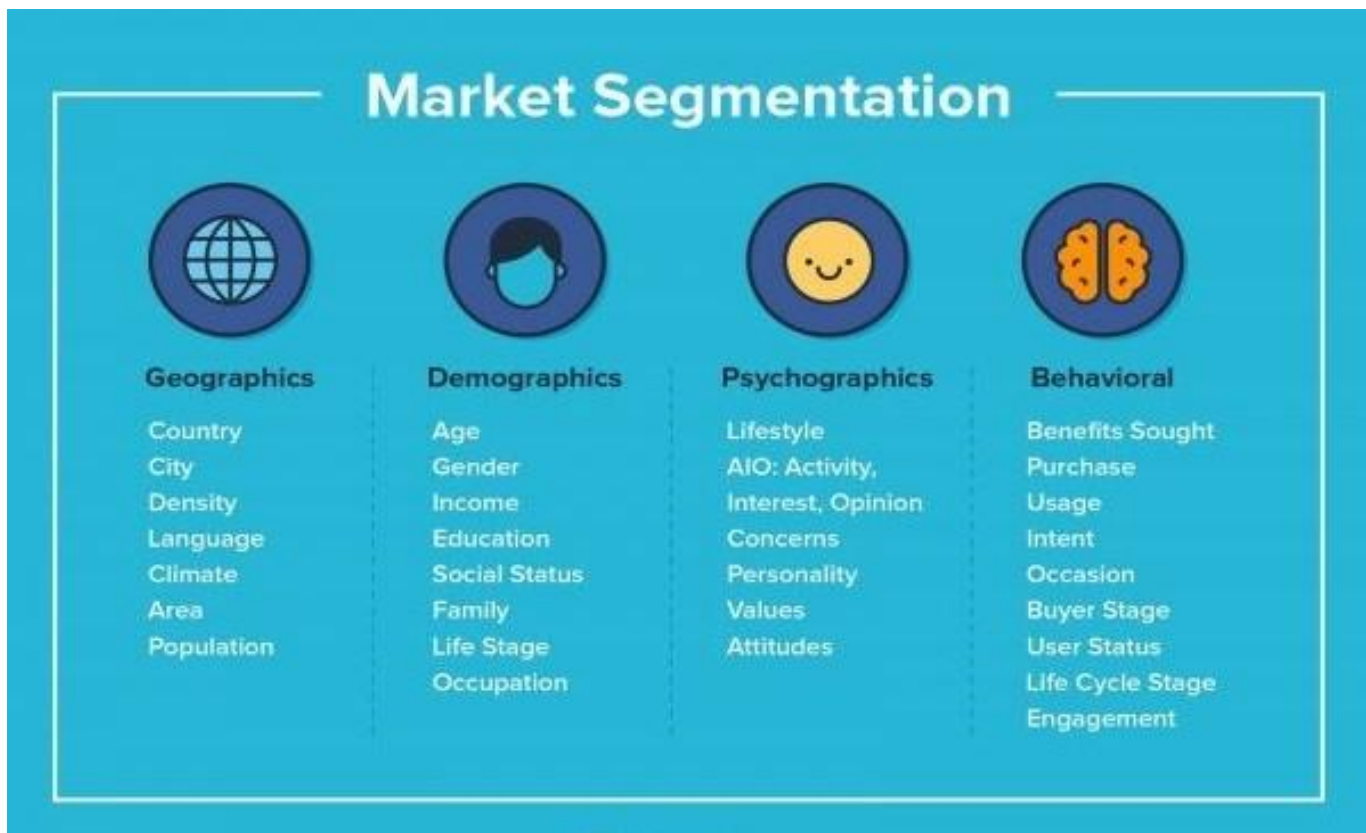
Be that as it may, on the off chance that we take a gander at business exchanges, it's the online ticket booking, which is driving the web based business appropriation. However, different portions, for example, classifieds, wedding, employments all are gaining acceptable ground. Given the E-business situation, there has been a suffering move in the quantity of associations picking on web based business as of late. Indeed, even the significant entryways are moving towards internet business rather than relying upon the web advancing.

In 2012, two administration educators UjwalaDange and Vinay Kimar from Priyadarshini Engineering College and S. B. Patil Institute of Management individually proposed a model for online client conduct. It isn't the first run through a model like this has been grown however I saw theirs as generally important to clients of today.

The FFF model contemplates interior and outer variables influencing purchaser purchasing conduct. It at that point continues to talk about different sifting components clients will apply to make a choice of a store to buy from and modified separated purchasing conduct dependent on their last determination.

1. Factors

Beginning from left, the principal component Kimar and Dange recognized are factors that persuade clients to purchase items or administrations on the web. They isolated them into two classifications: outer and inward. The outside variables are the ones outside the ability to control of the clients. They can isolate into five segments: Demographics, socio-financial aspects, innovation and open strategy; culture; sub-culture; reference gatherings; and promoting.



Inside elements are close to home characteristics or practices and incorporate perspectives, learning, recognition, inspiration, mental self-view, and semiotics. In view of such factors client creates what JagdishSheth, a teacher of advertising at Emory University characterized as two particular sorts of purchasing thought processes: useful and non-utilitarian. The useful thought processes identify with buyer needs and could incorporate things like time, comfort of shopping on the web, value, the earth of shopping place (for example sofa purchasing), choice of items and so on. The non-useful thought processes relate more to the way of life or

social qualities like the brand of the store or item for example.

2. Filtering Elements

Kimar and Dange perceived security, protection and trust as three obstacles to online buys. Clients utilize these three variables to channel their purchasing decisions and settle on the last determination of stores they are eager to purchase from. As it were, if your store doesn't pass your clients' security, protection and reliability criteria, they won't purchase from you. Regardless of whether you are less

expensive. Contrasted with customary physical shops, web based shopping conveys more hazard during the buy procedure. Clients perceive online as an elevated level hazard buy and have gotten mindful of what may occur with their information on the web. They utilize that information presently to channel their buy alternatives by 3 elements:

i) Security

It's an awful attributes of the web that data there could be handily lost or taken. Your installment subtleties or individual data could undoubtedly be recovered from a database it is put away in by the shop for example; as we have seen as of late with not many significant security ruptures. Clients are developing progressively mindful of the risks of taken information from the web. What's more, they channel their buying options against security criteria.

ii) Privacy

Another sort of hazard online is having individual data gave over to or taken by outsider organizations to send spontaneous messages and spam to clients. Despite the fact that the consequences of protection ruptures may not be as extreme as losing your budgetary information, it can in any

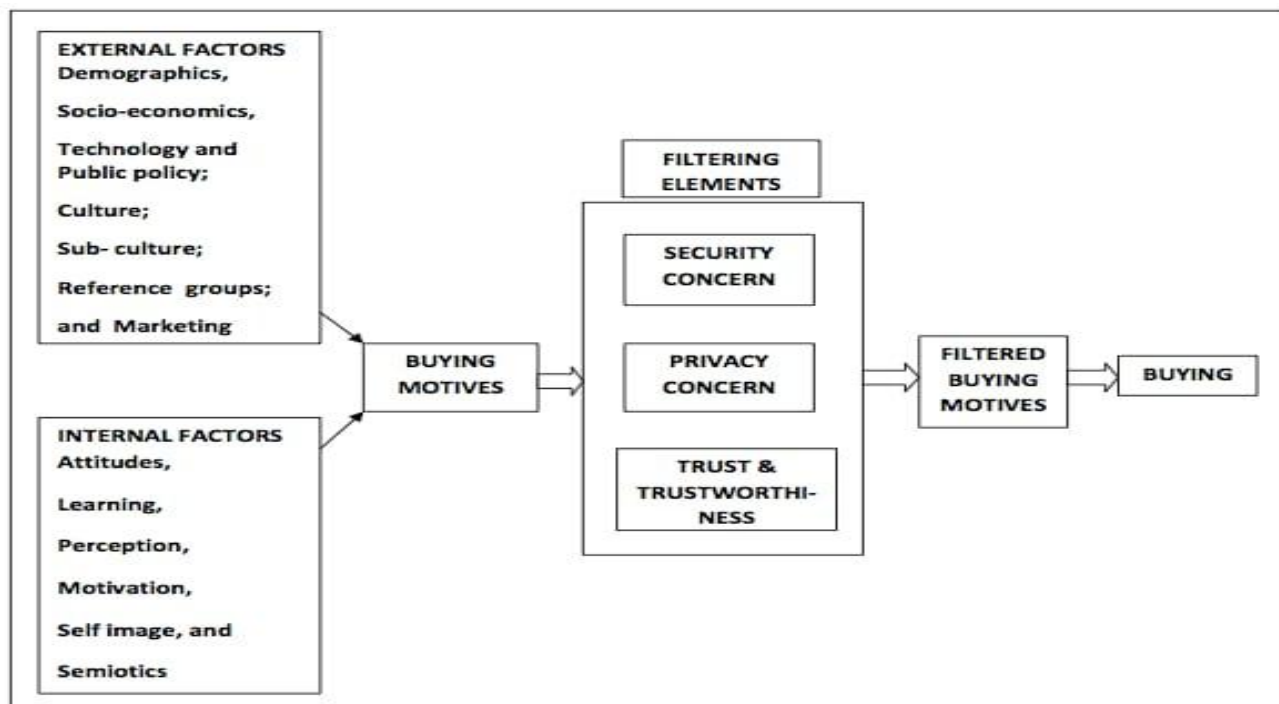
case cause a lot of dissatisfaction and decrease trust in stores. An absence of trust in a store's protection arrangements is a genuine hindrance for some clients. So also, numerous clients search for consolation that their information will be secured and not gave over to any outsiders for additional utilization in advertising.

iii) Trust and Trustworthiness

Online trust is fundamental in building any relationship with clients. There is by all accounts anyway a lessening trust in online vendors. This is particularly obvious with regards to littler, specialty stores. Clients center around Amazon and different monsters, shops with enormous brands behind them and don't make a difference a similar degree of trust to a littler shop. So in the event that you run a store selling bicycle stockpiling for example, you should make a solid effort to construct an elevated level trust among your clients to be gotten for the request.

3. Filtered Buying Behavior

The last component of the model spreads what writers call the sifted purchasing practices, a lot of desires and intentions overhauled by the channels we talked about above.



II REVIEW OF LITERATURE

Sandeep Rajendra and Sahu (2015) made an examination entitled on "investigation of buying conduct of office goers in marked and non-marked clothing classification in Mumbai". The target of the examination was to comprehend the inclinations of office-goers in buying marked and non-

marked attire. The investigation was directed by gathering information through essential sources like surveys and basic rate examination has been utilized. From the examination it was discovered that office-goers youth ordinarily incline toward marked clothing because of basically great quality, strength and grown-up toy. Non-marked was additionally

well known among them for the most part as a result of bartering, sensible cost and engaging quality.

III OBJECTIVES OF THE STUDY

1. To investigate the variables affecting purchasing conduct of ladies towards marked tights.
2. To consider the fulfillment level of ladies towards online shopping.
3. To look at the different issues looked by the women during shopping.

IV CONCLUSIONS

Individual components alter how a male or female is seen and the most significant individual factor is the shopper character. Character is a unique idea which changes with the life has gone, depicting the development and improvement of human mental arrangement which too contrast on sexual orientation angle. More often than not items venture a "character" or a picture that has an intrigue to the buyer, with which customer (the person) can identify with. The point that is significant from promoting perspective is, given the customer's unique and unmistakable character attributes concerning sexual orientation issue, the advertiser ought to have the option to recognize these contrasts and its effect on the purchasing conduct. Alongside numerous essential contrasts of their character, the individual variables which influence the impression of a buyer are the occupation, monetary status, age, instruction and public activity. The new brand or style in outfit can be seen as a need, extravagance or a super extravagance item relying on the mindfulness what's more, demeanor towards specific thing which rely upon anybody of the abovementioned or the affiliation of at least two. Numerous examinations have given bits of knowledge about sexual orientation distinction in building associations with brands.

REFERENCE

1. www.diligentia.net.in/evolution-of-e-commerce-in-india/
2. www.researchgate.net/publication/267958462_Dynamics_of_Female_Buying_Behaviour_A_Study_of_Branded_Apparels_in_India/link/59435c2caca2722db499def2/download
3. ecommerceinsiders.com/key-factors-influencing-online-consumer-behaviour-backed-research-1981/
4. acadpubl.eu/hub/2018-119-18/3/284.pdf
5. In the recent fashion International Journal of Pure and Applied Mathematics Volume 119 No. 18 2018, 3507-3517 ISSN: 1314-3395 (on-line version)