



A STUDY ON ONLINE SHOPPING BEHAVIOR FOR APPAREL AMONG THE WORKING WOMEN IN AND AROUND CHENNAI

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ABSTRACT

Shopping is a daily activity for people all over the world from low-cost to high-end products. Shopping is largely a gendered activity, men and women shop in very different ways. Women are more active in shopping than men, as women enjoy apparel shopping they feel that it is more attractive than others so they actively plan on browsing as part of their experience, it shows their self-expression, fantasy, and relaxation. This study investigated 213 responses of working women in Chennai City. This study analysed the data with statistical tools and arrived the conclusion that three major factors determines the shopping behavior of the working women.

KEYWORDS: *Online shopping, apparel, shopping factors, working women.*

INTRODUCTION

People do shopping because they have needs and to meet them. They shop for food, clothes, home appliances, books, etc. From articles of low cost to very expensive ones, from platforms to online stores, the shopping is an every minute affair of people across the world.

As women have moved from the domestic area to the professional area, their expectations, and representations have changed in the shopping. Women shop for the whole family, not only for themselves. They buy clothes and all the necessary goods for their children, their husband, their parents, and for the house. Indian women are becoming freedom to select their shopping methods and products due to their care for family they are provided with financial independence to purchase as per their wishes. Thus the researcher aimed to study the passion about the working women for apparel products, factors influencing them to purchase the apparel online instead of offline stores.



LITERATURE REVIEW

M.N. Najihahat.el. (2018), investigated to identify the factors that encourage the online shopping behaviour on apparel products among students of university Sultan Zainal Abidin (UniSZA). The result obtained from the study reveals that the students are motivated to purchase apparel products online because of time-saving.

Dr. AlkisThrassou, Christiana Kone at. el. (2008), aimed to study the theoretical context of female shopping behavior, to define its nature, factors and underlying causes. They found that the self-indulgent behavior among women shoppers' demands for special marketing focus on both retailing and products, and also the self-perception in terms of advertising and stereotypes influence the beliefs of purchasing behavior.

Ritu Singh and Dr. SupriyaPathak(2021), focused on females buying behavior during the purchase of their apparel in Lucknow and studied that the individual variables which influence the impression of a buyer are the occupation, monetary status, age, instruction and public activity. Other factors like culture, tradition and occasions are also paying the major role in female buying behavior.

Ankita Pareek and Rupal Babel (2021), this study was carried out to find out online apparel buying behaviour of working women before and during covid-19. Before pandemic they thought missing touch and try option in online shopping but during pandemic they feel safer and secure in online purchase because product is delivered at home through courier and also saves more money by getting discounts and offers through online mode of shopping.

M.R. Miah et.al. (2022) their study was to investigate the impact of social media on online shopping behavior, during the COVID -19 pandemic among 350 Bangladeshi consumers, the result of the study shows that the advertisement and promotional activities by business organizations provides practical guide lines to use social media platforms thus the consumers are motivated to purchase through social media because of positive online reviews and trustworthy.

Tithi Thaker & Dr. Manish Thaker (2022) the study contributes towards the knowledge of online shopping and found the various reasons behind the shift in buying behavior of customers from traditional shopping to online shopping among the respondents from the Saurashtra region of Gujarat State.

Norman et. al. (2022) the study seeks to understand the factors which influence the customers to continue the online shopping after the governments started to relax their restrictions laid down during the covid-19 situations. The study found that the convenience efficiency and security are important factors contributing to continue shopping online.



RESEARCH GAP

There are studies concentrated on online shopping behavior particularly based on cities and in general constraints were studied. This study identified the gap, which so far some of the cities were taken into consideration for Apparels online purchase, no one taken the Chennai city. Hence, this topic is chosen by the researcher to know the scenario of Chennai City towards the Apparel purchase by the working women.

OBJECTIVES OF THE STUDY

Our Indians mostly relies on retail shopping for their day to day operations because of their financial position and buying behavior but during pandemic period they are forced to stay at home for safety it changes their buying behavior to online from traditional shopping. Varieties, Offers and convenience enjoyed in online shopping motivated the most of the working women to continue their online purchases for fashionable goods also. Thus the study aimed

1. To know the preferences of working women for online shopping.
2. To examine the purchasing behavior for Apparel through online.

LIMITATIONS OF THE STUDY

1. This study only focuses on Apparel purchase through online.
2. Results arrived from the study is applicable for period of data collection.
3. The conclusion and suggestions cannot be generalized.

RESEARCH METHODOLOGY

- Sample size – 213 (questionnaire distributed through Google form).
- Samples were collected with the use of Convenient Sampling Technique.
- Statistical Tools used – Percentage Analysis, Descriptive Statistics, Exploratory Factor Analysis.
- Period of study – February 2022 to April 2022.

JUSTIFICATION OF THE STUDY DOMAIN

Women consumers are very much interested in shopping and form an important segment in the Indian market. They acquire their place in the society by virtue of their education and employment. Hence the manufacturers produce



and market their most of their products to attract women consumers, satisfy their needs and to retain them. Thus the study mainly focuses on the working women who are purchasing more for themselves and for their family members.

RESULTS & DISCUSSIONS

DEMOGRAPHIC PROFILE

TABLE - 1: DEMOGRAPHIC PROFILE OF THE WOMEN APPAREL SHOPPER

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 213)	Description	Frequency	Percentage
Age	Below 25 years	51	23.9
	25 – 35 years	63	29.6
	Above 35 years	99	46.5
Marital status	Unmarried	68	31.9
	Married	145	68.1
Educational Qualification	School level	28	13.1
	Under Graduate	152	71.4
	Post Graduate	33	15.5
Monthly Family Income	Less than 20,000	75	35.2
	20,000 - 40,000	90	42.3
	40,000 - 60,000	29	13.6
	More than 60,000	19	8.9
Years of using Internet	Below 3 Years	83	39.0
	3 - 5 Years	77	36.2
	Above 5 Years	53	24.8

- ✓ From the table above it is observed that the highest 46.5 percent of working women aged above 35 years participated in the study and the 23.9 percent of women are aged below 25 years.



- ✓ The study observed the opinion of the 68 percent of the married women and 31.9 percent of the unmarried women.
- ✓ The online shoppers participated in the study shows that 71.4 percent of the shoppers possess the under graduate degree and 13 percent are educated upto school level
- ✓ The study revealed that 42.3 percent of the women shoppers were belongs to income level between 20,000 to 40,000 rupees are more interested towards the online shopping for apparel
- ✓ It was studied that among the total 213 respondents 39 percent of the women shoppers using online more for apparel purchasing within this last 3 years.

REASONS FOR ONLINE SHOPPING

TABLE - 2: OPINION OF WOMEN SHOPPERS THE REASONS FOR ONLINE SHOPPING

Rotated Component Matrix ^a			
Reasons for online shopping	Component		
	1	2	3
Communication and convenience			
Browsing for information online benefits me (OS17)	.761		
The Internet provides a rich amount of information for many products (OS19)	.742		
Searching for information about products and services is one of the most important things I would consider before purchasing online (OS18)	.740		
Convenience is one of the main reasons for me to buy online (OS10)	.708		
Shopping online can provide a fun experience (OS14)	.585		
Collections and comparison			
I shop on the Internet when pressed for time (OS11)		.784	
I consider price when I buy online (OS5)		.613	
I can buy products or services online when it is difficult to buy from offline stores (OS12)		.663	
I feel the Internet is an exciting technology (OS13)		.626	
I think online shopping can save time (OS9)		.601	
Cost and comfort			
I like the increased buying power when shopping online (OS15)			.522
I feel comfortable with online shopping (OS3)			.807



I think online shopping is easy to use (OS2)			.763
I am interested in online shopping (OS1)			.739
My attitude towards online shopping is positive (OS4)			.679

From the above table, the researcher tries to obtain the reasons why nowadays most the working women prefer online shopping to purchase apparel for their own use and for their family members the study concluded the opinion of the respondents under the three broad divisions.

Firstly the study concentrated on the communication process and convenience of the shoppers. Under this most of the shoppers accepted that they receive enough information about the description of the product about the size, material, colour, etc. and its usage like an ordinary wash, dry wash, etc. shopping online provides them convenience in all ways like shopping at any time anywhere, getting information about the product, comparing collections of various sellers and price of the products, etc.

Secondly the women shoppers are mostly attracted by the updated fashion collections at one point, latest trendy designs and material with colourful image. Mostly working women did not find enough time to shop but they need to purchase for themselves and for their family members thus they can find a better option in online purchasing for their time and cost convenience they get information from their colleagues and friends who already purchased about the product quality fitness, virtual image, discounts and offers provided by the various online sellers.

Lastly, the respondents reveal that they are more comfortable with the technology for usage of the internet and devices like mobiles, laptops, and desktops for their purchases. It gives them pleasure while searching for information regarding fashion, shopping online keeps them entertained which reduces the stress of shopping with a crowd and the timings of the shop. Without affecting their work they can able to search for a various variety of products in their leisure time and discuss with their family and friends to get the opinion about the product and price before purchasing it is not possible at the shop.

REGRESSION ANALYSIS

Multiple regression analysis has been applied to explore the influence of online shopping on Communication and Convenience among the working women in Chennai the results are presented in Table – 3.



Table - 3

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R ²	Adjusted R ²	β (t-Value)	Sig.
Collections and comparisons		31.460 (5.491)	135.834	0.749	0.562	0.558		
	Communication and convenience	28.014 (4.800)					0.526 (8.706)	0.000*
	Cost and comfort	16.390 (3.021)					0.290 (4.798)	0.000*
P Value of >0.05* - (AF, PF all Factor significantly influencing the BF)								
Notes: *Significant @ 5% Level.								

From the table it was identified that at 5 percent level of significance the independent factor communication and convenience has a positive influence on the dependent factor collections, comparisons, cost, and comfort among the women shoppers for their purchase of apparel through online shopping. Thus the result of the multiple regression analysis shows that among the working women the factors like collections and comfort has the positive impact on online shopping.

CONCLUSION

Recently Indian women become more effective instead of their domestic roles, by taking care of their own needs and desires of their family members. Now most of the women are getting financial liberty due to education and employment. With their increased freedom in finance has the greater impact on the apparel market in both offline and online shopping. Women shoppers are particular about brand, price, quality, trendy, discounts and offers in case of shopping apparel. Thus the study concludes that our Indian working women are more comfortable with shopping online due to their time constrain, more fashionable updated trendy dresses were introduced to them at their door step they also find enough time to discuss with their family and friends about the suitability. Their leisure time becoming more pleasure and entertained because of visiting online shops at any time. More discounts and offers provided by the online shoppers attract their interest to try for the online shopping. Availability of communication network and possession of



technical knowledge makes them feel more comfortable in online shopping. Searching for information relating to apparel makes them more fun and entertained keeps them stress free in their working life.

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