

**ONLINE SHOPPING BEHAVIOUR AMONG STUDENTS WITH REGARD TO
CLOTHING**

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Abstract

The purpose of this study is to know the online buying behavior of college students with regard to clothing. This research study will focus on identifying the young educated population's response or attitude towards buying clothes online, determine the factors which have an impact on online shopping of clothes and also to develop strategies based on the influencing factors that are identified with this research study to create a greater number of consumers to its business.

The study results of the research would be useful for marketers who is planning to establish their business widely and also for the new comers to understand the behavioral patterns of young customers of online shopping.

Index Terms- online, marketers, college students, attitude

I. INTRODUCTION

In today's world internet is one of the most popular medium widely used by people in their daily life mainly for communication, connecting each other, entertainment, travelling, making transactions, learning and so on .As of 2015 statistics says that today about more than 3 billion people are using internet in their daily life across the world, which is half of the world population The invention of this new technology mostly utilized by business enterprises to reach their potential customers easily and thereby they have generated huge amount of profits as compared to the 20th century and the growth rate is still in the rise. Therefore, the internet has brought a new dimension for commercial activities and opened a new venue of consumers and business organizations (Ellen, 2012) [1]

Consumers of clothes have many options to choose venue for their shopping, such as; high street markets, shopping centers, retail outlets, large super markets, sports stores and so on. However, there is a new form for buying which has grown exponentially in the recent years called as online shopping (Kristin, 2014)[2] Online shopping is an exchange of data through technology infrastructure and purchasing the products over the internet (Jonathan, 1999)[3] In-order to conduct the research both primary and secondary data collection methods were used,

for primary data collection questionnaire survey method was used to collect data's from various university students and the secondary data's are obtained from journals, academic books and from other sources. There are three objectives set for the study and they are described as follows:

II. OBJECTIVES

- 1) To know, whether the University students prefer to buy clothes through online platform or from direct retail outlets.
- 2) Develop strategies to attract more university students for buying clothes online.
- 3) Identify the factors which influence the university students to buy clothes through online sites.

A study report reveals that age, gender, education, income level and employment situations of consumers will also play a substantial role in online sales (Ellen, 2012) [4]. According to a survey report of Statista (2016) 74% of online shoppers have high education level, they all are either employed or self-employed. This would also attract me to choose the sample population of students studying in the University level.

III. LITERATURE REVIEW

Online shopping concept is a new phenomenal in the 21st century which became an inherent part of every business success irrespective of the size of the organization (Hai, 2014)[5] The introduction of online shopping has brought revolution in the retail sector throughout the world and the organizations created new customers from far distances and enabled them to sell products/services more profitable than ever before. During the first decades of 21st century the new sales channel for retail trade called online shopping has developed so swiftly in the market place with the invention of internet technology from the last decade of 20th century (Shrivastava, 2014)[6]

The use of internet technology has enhanced the opportunities of clothing industry to boost its sales figures and also help the industry to get the responses immediately from its consumers on the newly introduced products at the market place. In addition, the online shopping provided consumers an opportunity to buy their most preferred clothing items, which are not available in their local market. (Helen, 2012)[7] Apart from that there is more number of benefits offered by this new technology and the clothing industry exhibited many changes on their modes of operation, that mainly consist of advertising styles and methods of selling (Marta, 2014)[8]. The online shopping of clothes comes under fashion shopping category and at present it is one of the major segments of e-commerce industry. E-commerce market has both larger customer market base (Michael, 2012)[9] The market research of online shopping includes two main elements; consumers and technology, there have been many research conducted that explored

on these elements and have tried to identify the impact of one element to other.

A research study conducted by Widrick, Sorce and Perotti in the year 2005 on 300[10] University students and staffs from one of the Universities of US to identify the differences on attitude of online shoppers based on the various age categories. Their study report says that both young and older shoppers buy things through online equally, the young shoppers buy things through online are more varied than older shoppers. The older shoppers have specific choices in buying things through online, they tend to purchase for family and sporting material at a rate higher than younger shoppers. Whereas, the younger shoppers tend to buy things such as technology products, music and health related products higher than elder shoppers (Gwilt, 2014)[11] Gender differences of consumers also taken in to consideration for research study in relation with online shopping. A research study reveals that the women consumers perceived greater level of risks in online buying than men consumers. According to Wolf (2004) [12]women users tend to be more emotional than men in utilizing the internet, this generally indicates that the retailer who does sales through online must be aware of market psychology based on gender bias and must create their web portals accordingly. The education of consumers has a direct impact on online shopping and in the recent study suggests that consumers who uses online search engines often related with their educational and employment background (Michael, 2012) [13]

Similar to other retail industries clothing industry also created many retail channels, online shopping sites, online retail shops and online shopping catalogs. Therefore, organizations have offered maximum opportunities for its consumers to identify and to purchasing products depending on the various kinds of retail channels they have. Even-though, the clothing retailers who dealt with online selling of clothes face many challenges they will not be successful if they are not in the position to reach the consumers (Helen, 2012)[14]. In today's business atmosphere it's certain to have online shopping site for each clothing retailer, because the consumers always prefer to look for items through online such as new arrivals, promotional products etc. before they make purchase decisions. So having an own web portal for cloth retailers would actually help them to attract more number of customers to buy their products (Rachel, 2014)[15]

Online shopping trend has not only influenced the consumers shopping attitude and perceptions, but also created a positive impact on various business sectors and industries. Even though, the clothing industry is the most performing sector in online sales and offered magnificent benefits to its consumers and service providers (Yoon, 2011)[16] One of the salient benefits of online shopping is that it has helped organization to reduce larger amount of costs in real estate, labour, utilities etc. and also enabled them to maintain low number of inventories (Simon, 2008)[17] .The retailers of clothes have found that being online is the easiest way for them to reach potential customers and have found various ways to maintain consumer database which helps to attract more consumers (Jacob, 2011) [18].

IV. ANALYSIS AND INTERPRETATION

A. Chi-square analysis

Chi-square	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	6.854	3	0.077
Likelihood Ratio	9.06	3	0.029
Linear-by-Linear Association	2.112	1	0.146
N of Valid Cases	40		

Table 1: The chi-square test between gender and online shopping sites as a preferred medium for purchasing clothes by the respondents

Interpretation: -

H0- There is no association between gender and online shopping sites as a preferred medium for purchasing clothes by the respondents

H1- There is association between gender and online shopping sites as a preferred medium for purchasing clothes by the respondents

The chi square table shows p value as 0.77 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between gender and online shopping sites as a preferred medium for purchasing clothes by the respondents.

Chi-square	Value	Df	Asymp.Sig.(2- sided)
Pearson Chi-Square	6.63	3	0.085
Likelihood Ratio	7.14	3	0.068
Linear-by-Linear Association	4.33	1	0.038
N of Valid Cases	40		

Table 2: The chi-square test between gender and retail shops as a preferred medium for purchasing clothes by the respondents

Interpretation: -

H0- There is no association between gender and retail shops as a preferred medium for purchasing clothes by the respondents

H1- There is association between gender and retail shops as a preferred medium for purchasing

clothes by the respondents

The chi square table shows p value as 0.85 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between gender and retail shops as a preferred medium for purchasing clothes by the respondents.

Chi-sqaure	Value	Df	Asymp.Sig.(2sided)
Pearson Chi-Square	2.15	1	0.143
Continuity Correction	1.25	1	0.264
Likelihood Ratio	2.24	1	0.135
Fisher's Exact Test			
Linear-by-Linear Association	2.1	1	0.148
N of Valid Cases	40		

Table 3: The chi-square test between gender and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops.

Interpretation: -

H0- There is no association between gender and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops

H1- There is association between gender and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops

The chi square table shows p value as 0.143 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between gender and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops

Chi-square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.125	1	0.289
Continuity Correction	0.547	1	0.46
Likelihood Ratio	1.135	1	0.287
Fisher's Exact Test			
Linear-by-Linear Association	1.097	1	0.295
N of Valid Cases	40		

International Journal Of Core Engineering & Management
Volume-5, Issue-5, August-2018, ISSN No: 2348-9510

Table 4: The chi-square test between gender and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Interpretation: -

H0- There is no association between gender and response with respect to the cloths purchased through online not matching up the expectation when delivered

H1- There is association between gender and response with respect to the cloths purchased through online not matching up the expectation when delivered

The chi square table shows p value as 0.289 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between gender and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Chi-sqaure	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.148	1	0.143
Continuity Correction	1.247	1	0.264
Likelihood Ratio	2.236	1	0.135
Fisher's Exact Test			
Linear-by-Linear Association	2.095	1	0.148
N of Valid Cases	40		

Table 5: the chi-square test between gender and the recommendation of the respondents with respect to the medium of shopping.

Interpretation: -

H0- There is no association between gender and the recommendation of the respondents with respect to the medium of shopping.

H1- There is association between gender and the recommendation of the respondents with respect to the medium of shopping.

The chi square table shows p value as 0.143 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between gender and the recommendation of the respondents with respect to the medium of shopping.

Chi-square	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	15.506	9	0.078
Likelihood Ratio	15.87	9	0.07
Linear-by-Linear Association	3.525	1	0.06
N of Valid Cases	40		

Table 6: the chi-square test between age and online shopping sites as a preferred medium for purchasing clothes by the respondents.

Interpretation: -

H0- There is no association between age and online shopping sites as a preferred medium for purchasing clothes by the respondents

H1- There is association between age and online shopping sites as a preferred medium for purchasing clothes by the respondents

The chi square table shows p value as 0.78 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between age and online shopping sites as a preferred medium for purchasing clothes by the respondents.

Chi-Square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.102 ^a	9	0.158
Likelihood Ratio	15.756	9	0.072
Linear-by-Linear Association	4.752	1	0.029
N of Valid Cases	40		

Table 7: The chi-square test between age and retail shops as a preferred medium for purchasing clothes by the respondents

Interpretation: -

H0- There is no association between age and retail shops as a preferred medium for purchasing clothes by the respondents

H1- There is association between age and retail shops as a preferred medium for purchasing

clothes by the respondents

The chi square table shows p value as 0.158 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between age and retail shops as a preferred medium for purchasing clothes by the respondents.

Chi-Square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.382 ^a	3	0.71
Likelihood Ratio	1.387	3	0.709
Linear-by-Linear Association	0.036	1	0.85
N of Valid Cases	40		

Table 8: The chi-square test between age and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Interpretation: -

H0- There is no association between age and response with respect to the cloths purchased through online not matching up the expectation when delivered

H1- There is association between age and response with respect to the cloths purchased through online not matching up the expectation when delivered

The chi square table shows p value as 0.710 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between age and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Chi-Square	Value	Df	Asymp.Sig.(2-sided)
Pearson Chi-Square	13.089 ^a	3	0.004
Likelihood Ratio	13.14	3	0.004
Linear-by-Linear Association	8.273	1	0.004
N of Valid Cases	40		

Table 9: The chi-square test between age and the recommendation of the respondents with respect to the medium of shopping.

Interpretation: -

H0- There is no association between age and the recommendation of the respondents with respect to the medium of shopping.

H1- There is association between age and the recommendation of the respondents with respect to the medium of shopping.

The chi square table shows p value as 0.04 which is lesser than 0.05. Hence null hypothesis is rejected. There is an association between age and the recommendation of the respondents with respect to the medium of shopping.

Chi-Square	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.474 ^a	9	0.079
Likelihood Ratio	17.357	9	0.043
Linear-by-Linear Association	6.746	1	0.009
N of Valid Cases	40		

Table 10: The chi-square test between course and online shopping sites as a preferred medium for purchasing clothes by the respondents

Interpretation: -

H0- There is no association between course and online shopping sites as a preferred medium for purchasing clothes by the respondents

H1- There is association between course and online shopping sites as a preferred medium for purchasing clothes by the respondents

The chi square table shows p value as 0.79 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between course and online shopping sites as a preferred medium for purchasing clothes by the respondents.

Chi-Square	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	12.300 ^a	9	0.197
Likelihood Ratio	12.392	9	0.192
Linear-by-Linear Association	4.863	1	0.027
N of Valid Cases	40		

Table 11: The chi-square test between course and retail shops as a preferred medium for purchasing clothes by the respondents.

Interpretation: -

H0- There is no association between course and retail shops as a preferred medium for purchasing clothes by the respondents

H1- There is association between course and retail shops as a preferred medium for purchasing clothes by the respondents

The chi square table shows p value as 0.197 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between course and retail shops as a preferred medium for purchasing clothes by the respondents.

Chi-Square	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	4.742 ^a	3	0.192
Likelihood Ratio	6.38	3	0.095
Linear-by-Linear Association	3.354	1	0.067
N of Valid Cases	40		

Table 12: The chi-square test between course and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops.

Interpretation: -

H0- There is no association between course and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops

H1- There is association between course and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops

The chi square table shows p value as 0.192 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between course and the preferred medium of shopping when the price of the cloths is same in both online store and retail shops.

Chi-Square	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.63	3	0.653
Likelihood Ratio	1.664	3	0.645
Linear-by-Linear Association	0.762	1	0.383
N of Valid Cases	40		

International Journal Of Core Engineering & Management
Volume-5, Issue-5, August-2018, ISSN No: 2348-9510

Table 13: The chi-square test between course and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Interpretation: -

H0- There is no association between course and response with respect to the cloths purchased through online not matching up the expectation when delivered

H1- There is association between course and response with respect to the cloths purchased through online not matching up the expectation when delivered

The chi square table shows p value as 0.653 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between course and response with respect to the cloths purchased through online not matching up the expectation when delivered.

Chi-Sqaure	Value	Df	Asymp.Sig. (2-sided)
Pearson Chi-Square	6.607	3	0.086
Likelihood Ratio	8.025	3	0.045
Linear-by-Linear Association	6.121	1	0.013
N of Valid Cases	40		

Table 14: The chi-square test between course and the recommendation of the respondents with respect to the medium of shopping.

H0- There is no association between course and the recommendation of the respondents with respect to the medium of shopping.

H1- There is association between course and the recommendation of the respondents with respect to the medium of shopping.

The chi square table shows p value as 0.086 which is greater than 0.05. Hence null hypothesis is accepted. There is no association between course and the recommendation of the respondents with respect to the medium of shopping.

B. Cluster Analysis

Final Cluster Centre		
	Cluster	
	1	2
price	1.40	2.20
advertisement	2.14	2.00
convenience	1.89	3.40
varieties	1.60	2.20
Shopping at anytime	1.71	2.60
Availability of brands	2.40	3.20
Waiting at the counter	2.00	3.80

Table 15: Cluster analysis for factors affecting online purchase with regard to cloths

Number of Cases in each Cluster		
Cluster	1	35.000
	2	5.000
Total		40.000

Table 16: No of cases in each cluster ie availability of brands and waiting at the counter

Cluster Analysis Results

Above table presents the results of the K-means cluster analysis. The two-cluster solution has 35 members in the first group and 5 members in the second group. Convergence was achieved at the 4th iteration.

Interpretation: -

Cluster 1: Availability of brands

Availability of brands is considered to be the most important factor that influences the consumer to purchase cloths through online. Many of the shopping websites offer a numerous variety of brands which is not that easily found in a retail shop.

Cluster 2: Waiting at the counter

The second important factor influencing the consumers to purchase cloths through online is that they do not have to wait at the counter for billing process. Many retail shops have a tedious billing procedure which really annoys the consumers.

Final Cluster Centers		
	Cluster	
	1	2
window shopping experience	1.26	1.76
Proper check on cloths before buying	1.47	1.10
Safe and secure	2.53	1.52
Misuse of personal information by internet merchant	1.42	3.38
Potion of trying out the cloths	2.11	1.43
Easy return	2.16	2.24
Fast checkout	2.58	1.90

Table 17: Cluster analysis for the factors influencing the purchase of cloths in a retail shop

Number of Cases in each Cluster		
Cluster	1	19
	2	21
Total	40	

Table 18: No of Cases in each cluster ie, fast check out and misuse of personal information

Cluster Analysis Results

Above table presents the results of the K-means cluster analysis. The two-cluster solution has 19 members in the first group and 21 members in the second group. Convergence was achieved at the 3rd iteration.

Cluster 1: Fast check out

Fast checkout is considered by the consumers to be highly influential when it comes to retail shopping. The time spent with respect to check out is really less or with regard to retail shopping.

Cluster 2: Misuse of personal information by the internet merchant

The second important factor in case of purchase of cloths through retail store is because of the avoidance of personal information by the internet merchant. People prefer retail shopping to online shopping because the website merchant may intend to misuse the personal information of the consumer.

V. CONCLUSION AND RECOMMENDATIONS

- Consumer satisfaction is the most important factor for every business success, likewise better consumer satisfaction is the significant factor in online shopping success compared to the retail shopping experience.
- The study concludes that the university students prefer retail shopping more than online shopping because of certain factors that includes; fast check out process and avoiding the misuse of personal information.
- The study also highlights that the factors which influence the students to buy clothes through online consists of availability of multiple brands and avoiding the long waiting time at the retail store counter.
- Based on the above findings and analysis report the firm can adopt new strategic steps to attract more number of customers, this includes; adding the more number of recognized branded products in their sale lists, an efficient and faster way for billing the purchased items and also to create trust among customers regarding the safety of their personal information.
- To attain the first strategic steps, the firm has to join hands with the management of various brands and allow them to update their product information in the web portal. Whenever the customer places an order, the order details must deliver to that particular organization immediately and thereby that organization can deliver the product directly to the customer place. So the firm can act as a mediator between suppliers and consumers.
- The second strategy the firm has to adopt is that the reducing the billing time, to achieve this strategic step the firm has to upgrade its web portals with latest versions of software's for faster & efficient operation and allow the customers to register their details permanently with the web portal. This would also enable the customers to search for their required items quickly and thereby it would help customers to bill their purchased items quickly. Based on my personal experience Woodland worldwide online shopping site is the best example of inefficient online web portal for shopping, because that web portal usually takes long time for searching products and downloading its products visuals even if there is a latest version of internet connection.
- The third strategic step the firm has to consider is that creating the trust with their customers for not sharing their personal details with any third parties. To attain this, the firm can create an agreement with customers and can make it legal after getting

approval from concerned authorities. Apart from that the firm has to focus on minimizing the time of returning the goods by ensuring no hazards or further delays to its customers.

Furthermore, the usage of internet for shopping is increasing day by day in globally and by understanding the need for consumers became challenge for online retailers. The organizations who foresee these challenges would succeed in their business operation by executing suitable strategies to overcome it.

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