



CONSUMER INTENTION FOR ONLINE FASHION PRODUCTS BASED ON USER-GENERATED CONTENT

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ABSTRACT

A consumer review is a review of a product or service made by a consumer who has purchased the product or service. Consumer reviews are a form of consumer feedback on electronic commerce and online shopping sites. Fashion product is a popular style or practice and classified into various categories according to their online shopping experience especially in clothing, footwear, accessories, makeup or furniture.

KEYWORDS :

INTRODUCTION

Consumers commonly seek quality information when purchasing new products. With the Internet's growing popularity, online consumer reviews have become an important resource for consumers seeking to discover product quality. As consumers search online for product information and to evaluate product alternatives, they often have access to dozens or hundreds of product reviews from other consumers. These customer reviews are provided in addition to product descriptions, reviews from experts, and personalized advice generated by automated recommendation systems. Each of these options has the potential to add value for a prospective customer.

Social Media are new innovative tools that collect millions of users all around the globe and they offer several possibilities and opportunities to companies that want to develop communication and marketing strategies while gaining competitive advantage on their competitors. Consumers are digitally empowered and becoming increasingly savvy in their purchasing. Likewise, businesses have the ability to operate in a smarter and better informed manner than ever before due to technology. With digital empowerment on both sides of the coin, the consumer-seller relationship is continually changing. This power has also radically changed customer expectations, driving demand for better, more innovative and personalized products, services and experiences. The spread of social media has further changed buying and selling techniques. With platforms like Facebook, Twitter and YouTube, consumers are able to comment on their experiences with products and companies and to share them with their friends. This has led to the growing need for companies to generate positive customer experiences in order to minimize negative word-of-mouth messages, which would easily be spread within the social media. Users/consumers trust User-Generated Content because other users are believed to share both their negative and positive product experiences in the spirit of full disclosure.

STATEMENT OF THE PROBLEM

Consumer are generally considered to be risk averse, that is, consumer trend to purchase the fashion products in those online shopping sites wherein the risk is minimal. In this paper, it the consumers purchase intention for online fashion products is measured and perception towards User-Generated Content in the recent times have been analyzed. The primary goal was to examine the impact of user-generated content on purchase of online fashion products.

SCOPE OF THE STUDY

The current study focuses on online consumers in Coimbatore city to know their purchase intention towards User-Generated Content which contains information about fashion products. Users/consumers trust User-Generated Content because other users are

believed to share both their positive and negative product experiences in the spirit of full disclosure. Moreover, they are not perceived as having a commercial interest, which makes them seem unbiased judges of a product's or service's qualities.

OBJECTIVES OF THE STUDY

- To study the impact of user-generated content on purchase of online fashion products.
- To analysis the consumers perception towards consumers' reviews/ratings.

RESEARCH METHODOLOGY

The data is collected from the consumers in and around Coimbatore city. Both Primary data and Secondary data have been used for this study. Primary data is collected through questionnaire. Secondary data relating to User-Generated Content was collected from published sources like journals, internet, books and articles. Convenience sampling technique was used to collect data. The size of sample for the study is 150.

REVIEW OF LITERATURE

Monic Sun in his paper examines the informational role of the distribution of product rating. This study conducted by taking sample in two leading bookseller on the internet: Amazon and Barnes & Noble. The study opens up the possibility for managers to use the variance of rating and there are many other aspects of consumer reviews that are worth exploring. This study found that a product with a low average rating, a higher variance of ratings communicates to potential buyer on subsequent market outcome.

Imran Anwar Mir and Kashif Ur Rehman has focused on identifying the online customer's perception towards usefulness of user generated product related content. The study was based on the sample of Data from 231 university students from Islamabad, Pakistan. It found that PC and PU have a positive effect on consumer attitudes toward product content which other users-generate on YouTube.

EIram Michaela and Steiner Lavieorna in their study investigated the correlation between positive and negative conversation in social media channels. The study established a model in fashion conscious consumers, a personality trait, have impact on purchase intention and also the moderating effects of the social media. The study found that the consumers are believed that social media helps to speed up their buying process. The study also found that consumers attitude towards a brand and purchase intentions are impacted by user-generated content.

RESULTS AND DISCUSSION

PERSONAL/ STUDY FACTORS AND IMPACT OF USER-GENERATED CONTENT

Chi square test has been performed to study the relationship between the personal/study factors and impact of user generated content.

H_0 : There is no significant relationship between personal factors and Impact of User-Generated Content.

Table 1: PERSONAL FACTORS AND IMPACT OF USER--GENERATED CONTENT

S. No	Personal factors	Value	Df	Asymp. Sig. (2-sided)	NS/S	Remarks
1	Age	3.662	3	.300	NS	Accepted
2	Annual family income	3.897	3	.273	NS	Accepted
3	Amount Spend For Online Purchases	10.549	3	.014	S	Rejected
4	Frequency Of Online Purchase	7.647	3	.054	NS	Accepted
5	Comment about online fashion products	5.256	2	.072	NS	Accepted
6	Features Of Online Fashion Products	7.189	4	.126	NS	Accepted
7	Frequency of checking fashion blogs	10.475	3	.015	S	Rejected
8	Crucial Factors	4.290	4	.368	NS	Accepted

Source: Primary data

Table 1 depicts the relationship between the personal/study factors and impact of user generated content. For the factors Amount Spend for Online Purchases and Frequency of checking fashion blogs there is a significant relationship with the impact of user generated content hence the hypothesis is rejected. For the factors Age, Annual family income, Frequency of Online Purchase, Comment about online fashion products, Features of Online Fashion Products and crucial factors there is a no significant relationship with the impact of user generated content hence the hypothesis is accepted.

TABLE 2: PERCEPTION TOWARDS CONSUMERS' REVIEWS/ RATINGS

The table shows the rank given by the respondents to know their perception towards consumers' reviews/rating.

S. No.	PARTICULARS	MEAN RANK	RANKS
1	Comfort	3.38	1
2	Favorable	4.42	3
3	Information	5.07	4
4	Valuable	5.19	5
5	Useful	4.24	2
6	Trustworthy	6.10	7
7	Knowledgeable	5.91	6
8	Dependable	7.17	10
9	Experienced	6.77	9
10	Reliable	6.75	8

Source: Primary Data

The above table shows that the respondents have given first rank to comfort. Second rank has been given to useful, third rank has been given to favourable, fourth rank is given to information and fifth rank has been given to valuable and sixth rank has been given to Knowledge and seventh rank has been given to Trustworthy and eighth rank has been given to reliable and ninth has been given to Experienced and tenth rank has been given to Dependable factor and hence Comfort may rank high when compared to other types of perception.

It is seen from the above table that comfort has received the highest importance with a mean rank of 3.38 followed by useful with a mean rank of 4.24 the lowest importance is given by the respondents for the item Dependable with a mean rank of 7.17.

N	150
Chi-Square	229.512
Df	9
Asymp. Sig.	.000

a. Friedman Test

The ranking as per the above table is valid as the chi square table values ($\chi^2=229.512, p<0.000$) are statistically significant.

CONCLUSION

Consumers face uncertainty in both the product quality and fit to their needs and product review provide additional information and reduce their uncertainties. This study indicates that the consumers have a stronger believe in online posts and share User-Generated Content. Thus creates the product awareness knowledge and the positive feelings towards the online fashion products. Result showed that the online reviews/rating coming from verified consumers that are clear and consistent with other reviews influence their trust and confidence about the online products and leads to purchasing the online fashion products. Finally, the purchasing intention has been considered as one of the most relevant behavioral variables. This variable received a significant and positive influence based on the User-Generated Content. This leads the formation of consumer attitudes, behaviour and purchase intention towards the online fashion products.

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