



ORIGINAL RESEARCH PAPER

Management

ONLINE SHOPPING TRENDS AMONG WOMEN: A COMPREHENSIVE STUDY

KEY WORDS: online apparel products, shopping behaviour, online shopping, women online clothes, shopping trends, shopping behaviour

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ABSTRACT

The goal of this paper is to identify the trend of online apparel shopping as one of the motivating factors for women's purchasing. To achieve the study's objectives, structured questionnaires were distributed to online apparel customers who are aware of and purchase apparel products from online stores in and around the Davangere district of Karnataka. Convenience and snowball sampling techniques were used to collect primary data from online apparel women employees who are aware of, use, and buy apparel products from online stores. The data analysis and results were based on the completion of 180 usable questionnaires by online retail apparel women customers who actively participated in the marketing survey. Frequency analysis and graphs were used to determine trends in women's online apparel. Most women are interested in the latest trends and western clothes, and they prefer more ethnic clothes and dark shades. They prefer to buy online clothes during festivals and discounts and sales.

INTRODUCTION:

With the widespread use of the internet and technology, the amount of trade that is conducted electronically via online shopping has increased. Online shopping entails transferring funds online, marketing via the internet, purchasing and selling goods and services, and so on. Customers are increasingly turning to the internet to shop. Customers who shop online should be familiar with the internet and computers. The Internet has become the focal point of not only our personal and social lives but also of our business and professional lives.

With the advent of internet technology, the nature of online shopping has taken shape and taken a dramatic turn. Women, unsurprisingly, are the most active online grocery shoppers, and they are far more likely to seek information, entertainment, and advice. The study also claimed that despite being a relatively new concept in the textile and apparel industry, socially responsible consumption is a global phenomenon. Many studies have been conducted since then to gain a better understanding of how socially responsible apparel acquisition can be promoted in society, such as those conducted by Connell (2011), who investigated customers' perceptions of eco-conscious apparel acquisition behaviours, and Jaegel et al.. (2012) who investigated the role of personal values and motivational complexities in ethical clothing consumption in today's world, the price and convenience of clothing contribute to customer purchases and consumption of clothing. Apparels, in particular, are easily accessible today, such as on the Internet, where it only takes a few clicks to purchase apparel, are available in a wide range of varieties, and are reasonably priced. Customers today can get very good deals on clothing, and he or she may also try to use his or her purchasing power to bring about social change. Buying clothes is often a difficult decision for customers because not all clothes look the same and not all clothes fit into each individual's style. The customer's perception of their online shopping experience is also a factor to consider. When a customer's experience exceeds their expectations, there's a good chance they'll become loyal to that particular online store. This satisfaction is based on a variety of factors, including how fulfilling the experience was, how smooth the transaction was, and how easy it was to interact (Chen & Chang, 2003). Accessory matching. Some apparel companies' concepts include a variety of clothing lines to cater to a variety of customer tastes. Online goods have become an important part of a company's business scope, regardless of whether the company conducts business as an online company or as a traditional company that has yet to develop online services. As important as it is to have

satisfied customers with "traditional" services, businesses are also eager to have satisfied customers by offering their online services. Instead of having a direct relationship with e-shopping intention, attitudes toward online shopping were mediated by internet search.

LITERATURE REVIEW

1. Deepjyoti Choudhury & Abhijit Dey (2014), This paper discovered that some of the most important five factors on online shopping include internet literacy, gender, educational qualification, website usability, and online product price. They focused on young people, particularly students, to determine whether educational attainment has any impact on online shopping among students; a total of 200 responses were collected. Male respondents outnumbered female respondents in this survey. Convenience sampling, one of the non-probability sampling methods, was used in this study due to the sample's ease of accessibility. According to the study, online product price listing has a significant impact on online purchases; however, website usability has no significant impact on online shopping. To attract customers and encourage them to make a purchase decision, online retailers must offer more competitive prices and a wider range of products.
2. Vilasini Jadhavand & Monica Khanna (2016), the main factors influencing online shopping were identified in this study as availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust, and variety seeking. However, in this study, customers' expectations, needs, and wants were not taken into account.
3. Dr. N. Meeran Mydheen (2016) the goal of this study was to look into the factors that influence college students' online purchasing habits. To select the sample of 25 college students, the convenience sampling method was used, and qualitative content analysis was used to analyse the textual content of the depth interview data. The main factors influencing online shopping were identified as availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust, and variety seeking.
4. Lakshmi (2016), According to the findings of this study, the most important variables for customers when shopping online and influencing their satisfaction are convenience and trust; the next most important variables for them are prices and product quality. These are the most important factors for customers when they decide to shop online.

This study does not consider the target audience, but online shopping is becoming more popular among the younger generation, such as students and professionals. Students typically prefer to purchase goods from their source, and they frequently shop online.

- Alpana (2017), the findings of this study revealed that, on average, girls prefer to shop online more than boys. Girls prefer to shop online using mobile apps. Both boys and girls preferred the Flipkart app for online shopping over other apps. Gender differences in online payment have been observed. Girls prefer to pay online in greater numbers than boys. This study only included Amazon Flipkart customers. However, new apps such as Paytm, Snap deal, and others are available in the market.

Research gap

The comprehensive literature review assisted the researcher in identifying research gaps in the current research area. As a whole, the literature review indicates that existing student online buying behaviour is influenced by women, so researchers have investigated the different choice behaviour of women customers when shopping online versus in-store, the relationship between demographic characteristics and the usage of online apparel services, and the attitude of existing online apparel shoppers. Only a small amount of empirical research has been conducted into the measurement of determinant attributes of online apparel purchasing behaviour in a rapidly changing e-commerce market and rapidly increasing internet and smartphone usage. As a result, the current study seeks to investigate the direct effect of women's attitudes toward online apparel shopping on purchasing behaviour. Furthermore, no comprehensive investigation of the trend among women's clothes, latest fashion, a trend also influences on purchasing behaviour towards online apparel has been conducted.

Statement of the problem

Despite the growth and importance of online clothing, little is known about how people shop for clothing online. Previous research identified factors influencing online purchasing behaviour as well as challenges faced by online retailers, but it was unable to identify the purchasing behaviour of Indian apparels women customers. While online shopping has sparked a flurry of research interest, studies of online apparel purchasing behaviour are only now beginning to emerge in the Indian context. Understanding the behavioural intentions of online apparel customers is therefore critical in determining whether customers will stay with or defect from the company. Understanding the online channel requires a thorough understanding of how and what apparel customers do online, and more knowledge in this area will benefit academic researchers and retailers in food and apparel. Furthermore, a review of the literature revealed no prior studies in the Indian online apparel context that explored and examined the key factors influencing women customers' shopping behaviour to provide a seamless experience across multiple channels of purchase. To realize the market potential of online apparel retail, it is necessary to understand the characteristics of women buyers that influence their online apparel shopping behaviour. The primary goal of the study is to identify and analyse the trends among female customers who shop for clothing online.

OBJECTIVES

- To find out the demographic background of the women online shoppers.
- To identify the pattern of buying and level of awareness among women buying apparel online.
- To explore women's design, fabric, and fashion preferences.

Data collection and sample description

A survey was conducted with the women of Davangere districts as the target population. Using a well-structured

questionnaire a total of 200 interviews were conducted, but because 180 respondents were given specific information about online clothing shopping, I determined that 180 was the appropriate sample size for my research. Convenience and snowball sampling, both of which are non-probability sampling methods, were used in this study due to the sample's ease of accessibility. Statistical tools such as frequency analysis and graphs can be used to determine the trend among women carried out to compute the results.

Data analysis and interpretation

- Objective 1:** To find out the demographic background of the women online shoppers.

Age

	Frequency	%	Valid %	Cumulative %
18-20	6	3.3	3.3	3.3
21-25	26	14.4	14.4	17.8
26-30	51	28.3	28.3	46.1
31-35	34	18.9	18.9	65.0
36-40	33	18.3	18.3	83.3
41-45	13	7.2	7.2	90.6
46-50	11	6.1	6.1	96.7
above 50	6	3.3	3.3	100.0
Total	180	100.0	100.0	

Monthly income

	Frequency	%	Valid %	Cumulative %
Less than 10000	8	4.4	4.4	4.4
11000-20000	16	8.9	8.9	13.3
21000-30000	35	19.4	19.4	32.8
31000 -40000	58	32.2	32.2	65.0
41000 -50000	36	20.0	20.0	85.0
51000above	27	15.0	15.0	100.0
Total	180	100.0	100.0	

Educational level

	Frequency	%	Valid %	Cumulative %
Undergraduate	13	7.2	7.2	7.2
Graduates	69	38.3	38.3	45.6
Postgraduates	76	42.2	42.2	87.8
Doctorates	22	12.2	12.2	100.0
Total	180	100.0	100.0	

Occupation

	Frequency	%	Valid %	Cumulative %
Salaried	57	31.7	31.7	31.7
Business	58	32.2	32.2	63.9
professionals	30	16.7	16.7	80.6
Others	35	19.4	19.4	100.0
Total	180	100.0	100.0	

Marital status

	Frequency	%	Valid %	Cumulative %
Married	63	35.0	35.0	35.0
Unmarried	117	65.0	65.0	100.0
Total	180	100.0	100.0	

Device uses

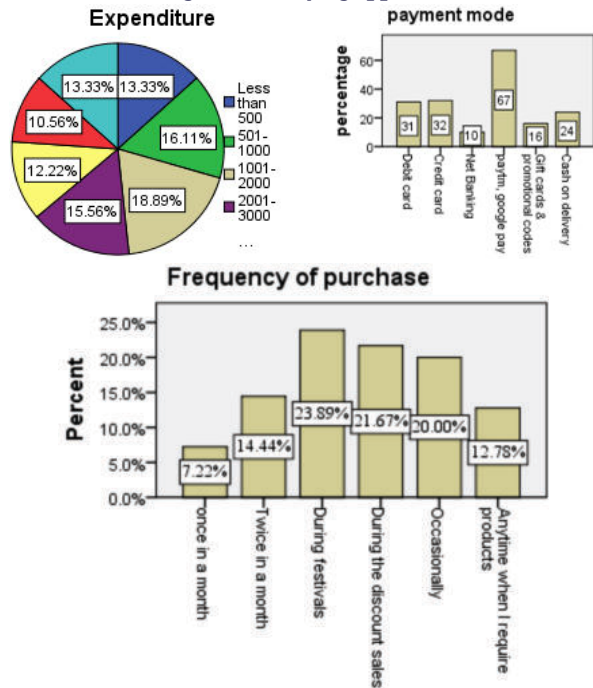
	Frequency	%	Valid %	Cumulative %
Smartphone	146	81.1	81.1	81.1
personal computers	11	6.1	6.1	87.2
Others	23	12.8	12.8	100.0
Total	180	100.0	100.0	

Result discussions

Out of 180 respondents, 51 were between the ages of 21 and 25 (28.3%), 34 were between the ages of 31 and 35 (20%), and 6 were over the age of 50. According to the data in the table above, those with higher income levels are more likely to shop for clothing online. Families with less than \$10,000 in monthly income spend less on online shopping. Fashion clothes help you look the part of a successful person. Due to low-income levels, very few women customers shop for clothing online.

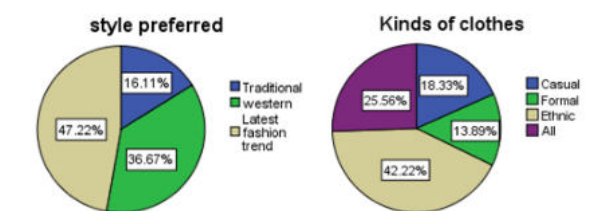
They prefer physical stores. The modal group consists of women with a bachelor's degree or higher. Women make up 76 (42.2%) of the 180 respondents in the workplace, with employees accounting for the remaining 69. (38.3%). When it comes to online apparel shopping, 22 % of respondents are doctorates and very few customers are undergraduates due to a lack of online shopping awareness and knowledge. Female online buyers are more likely to be single, with 219 respondents (69 %), followed by married people (82 %) (26 %). Figure 5 shows that 49 % spend INR 2,000 per month on online shopping, while 40.2 % spend INR 2000-4000 per month, 6.2 % spend 4000-6000 per month, and the remaining 4.6 % spend more than INR 6,000 per month.

Objective 2: To identify the pattern of buying and level of awareness among women buying apparel online.



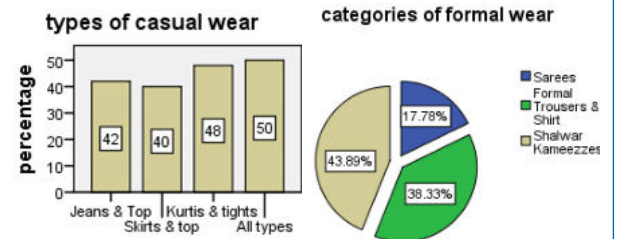
18 estimate they spend INR 2,000 per month on online shopping, while 16 % spend between INR 501-1000 per month, 6.2 % spend between 4000-6000 per month, and the remaining 10 % spend greater than INR between 4000-5000 per month, with 13 % spending more than INR 5000 per month shopping online. The results obtained regarding mode of payment revealed that women preferred it the most. Using Paytm and Google Pay as a mode of payment is becoming more popular due to a new technological invention app, ease of payment method, and the fact that it takes very little time to complete a transaction that is secure and safe. Net banking is preferred by very few female customers. India expects a significant increase in digital payments due to increased mobile penetration and internet usage. In terms of frequency of purchase, the obtained results revealed that the majority of the women purchased during the festival and the discount sales.

Objective 3: To explore women's design, fabric, and fashion preferences.

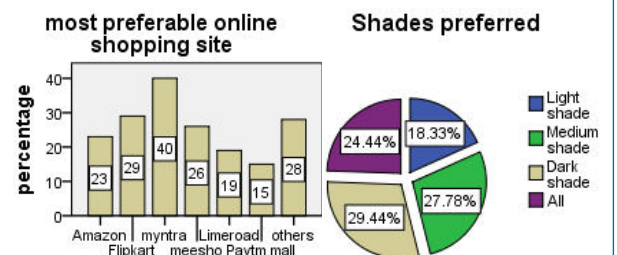


When asked what style they prefer, online shopping came up.

The obtained results revealed that the majority of women prefer to purchase the latest fashion trend and western clothes to wear to functions and parties. The reason for purchasing online clothes is that there are very few fashion and western clothes available in physical stores, so women prefer online fashion and western clothes. Because western wear is the most popular when shopping online. The reason could be that the majority of respondents are young and have more disposable income. As a result, more varieties from western collections should be added to online inventory. According to the above inference, 42 % of respondents are mostly college students and early-career women who prefer ethnic-style clothing. 13 % of respondents, mostly working-class women, preferred more formal attire. Because 25% of the respondents were housewives, they preferred all types of clothing. Women customers buy all types of online clothing based on their needs and circumstances.



43 % of female customers prefer all types of formal wear such as Sarees, trousers, shalwar, and so on, and very few customers prefer Sarees in online stores because women prefer to touch Sarees before purchasing, so they go to physical stores.



Regarding the shades preferred for online shopping, it was discovered that 29 % of women prefer dark shades because dark shades look grand and bright for parties and function wear clothes, while some women prefer light shades who are teaching professionals and some housewives prefer light shades. It is reasonable to assume that colour preferences can be generalized based on age group and light colours are preferred by women of all ages. When women customers were asked to write about the topmost used sites for online shopping, Amazon was their first choice, but when it comes to clothes purchasing online sites, they prefer women other apps such as Lime road, Ajio, koovs, Urbanic. Com, shoppers stop, Jabong, Shopclues, etc. they use to shop using some of the social media sites such as Facebook, Instagram, and women market seller And Myntra is their second option. According to 17% of the results, women chose meesho as their last option for online clothing. According to the responses, Amazon and Myntra are the most preferred sites for purchasing clothing.

Discussions and Implications

Clothing is an important part of a woman's life and plays an important role in shaping her identity and status. Because the majority of respondents shop online, this fact can be advantageous for the corporate sector looking to promote their brands and conduct business over the internet. Clothes help women boost their confidence and boost their self-esteem. Clothing is referred to as a specialty good because customers frequently make an effort to locate the garment that they require. The majority of females are concerned with product attributes, fashion trends, and other factors related to

the customer's social or psychological needs. These characteristics enable them to select clothing that suits their preferences while also adhering to tradition and culture. When asked if they used product comparison websites, 56 % of college students said yes, while 44 % said no.

The majority of female students and workers shop for clothes online. To attract more customers during the holiday season, there should be trendy, up-to-date designs. Many factors influence female purchasing behaviour and have a real impact on customers in this geographical area. Women typically buy clothing for festivals and special occasions. Women have a proclivity to buy clothes at festivals and special occasions based on how they feel. It is the time when they can look their best during the festive seasons due to the availability of the latest styles as well as the ability to obtain festival special offers and discounts. The current study will be useful to educators in determining the online shopping trends among college-aged youth and working women. The study will also be beneficial to marketing professionals, as they will be able to use the findings of the current study to make recommendations.

Limitations and Scope of future research

Most of the studies have some limitations so this study also follows some of the limitations is that the sample size is limited to 180 people. Empirical research could also be conducted to determine the similarities and differences between online shoppers from different taluka's in the Davangere district of Karnataka, as well as to collect the shoppers' perception, attitude, and purchasing behaviour. Future studies can be conducted to compare men's and women's attitudes toward online shopping. A future study could be conducted by incorporating variables such as personality, rural-urban differences in online shopping, and so on. Furthermore, only frequency and graph analyses were performed; no higher-order statistics were used. Despite this, it is one of the more useful studies on online shopping trends among women in the Davangere district of Karnataka.

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