

CUSTOMER PERCEPTION TOWARDS ONLINE BUYING BEHAVIOR OF APPARELS AMONG YOUNGSTERS IN MADURAI CITY.

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ABSTRACT

The growth of the online shoppers are greater than the growth of internet users, this indicating that customer perception towards online shopping is positive and its increasing day by day. Every brick and mortar shop is now trying to create its online presence to stay ahead of the competition. Customers are purchasing the goods and services online because it saves time, and more selection, for goods is available as compare to offline shopping. And most important thing there is no need to go anywhere one can receive goods at his / her home. The main objective of this research study is to explore & investigate consumer perception towards online shopping. The emergence of the globe wide net, merchants have wanted to sell their product to people that surf the web. Shoppers will visit net stores from the comfort of their homes and search as they sit before of the currently daily, online searching has become widespread among individuals, they have become techno-savvy. The survey has been taken from 120 youngsters those who are buying their apparels through online shopping by adopting convenient sampling method in Madurai city. The study is an attempt to investigate the customer perception towards online buying behaviour of apparels in Madurai city.

Keywords: Customer perception, Online buying behaviour, Apparels

INTRODUCTION ABOUT THE STUDY

Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumer perception is defined as a process by which consumers sense a marketing stimulus, and organize, interpret, and provide meaning to it. The marketing stimuli may be anything related to the product and/or brand, and any of the elements of the marketing mix. We can classify the marketing stimuli into two types, namely primary or intrinsic and secondary or extrinsic. The primary or intrinsic stimuli comprise the product and its components, namely brand name, label, package, contents, and physical properties.

The secondary or extrinsic stimuli comprise the form in which the good or service offering is represented through words, visuals, graphics, and the symbolism, or through other cues such as price, outlet, salespeople, or marketing communication. Based on the Internet Live Status, India's count of internet users has been increasing at a rate of 4323% from 2000 to 2014. This large internet user base will have a direct effect on the Indian online shopping business. In fact Google India mentions that around 50 million Indians purchases products online and this number is rising every year. The swift increase of the usage of internet over the past two decades, as a place for buyer-seller dealings is significant of the extent of recognition of online transactions. The growth of e-commerce industry has led to a sizeable increase in the online transactions.

REVIEW OF LITERATURE

Review of the literature available in the field is very much important to analyse the study. Inderpalsingh, .U kapurthala, INDIA, poojajulka79@gmail.com , may 2019, KCL Institute of Management & Technology, G.T Road, Jalandhar found out in his study towards Customer perception towards online shopping, product information, convenience and variety, easy accessibility has been identified as an important factors for online shopping, this is the reason customers are preferring online shopping.

Customer perception towards online shopping in case of Punjab , Kanwal Gurleen , Apeejay institute of management technical campus , Jalandhar International Council for Innovative Research International Journal of Management & Information Technology, volume 1 no.1 may 2012, found out the following four factors were found to be significant price consciousness, convenience and variety, easy payment options and challenges of online shopping. consumers feels that there are good websites available which can be trusted for purchases. The consumers perceive that online shopping gives larger options to choose from it.

Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al. 2004). Online shopping is the consumers shopping behavior to shop online. The people who find it easy to use, useful and enjoyable can accept online shopping. Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area and offering a wide range of products. Online shopping is the

consumers shopping behavior to shop online. Not only in urban area but also in villages also people love to do shop online.

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Bechrer C. (2004). Characteristics and internet marketing strategies of online auction sellers. International Journal of Internet Marketing and Advertising pg no.24-37, Results of factor analysis showed that in online shopping Product Information, Online Payment, Convenience and Variety, Consumer Attitude,

Dr. S. Sivasankaran,2017,Associate Professor of Commerce, S.T.Hindu College, Nagercoil, Tamilnadu, India, in his paper Digital Marketing and Its Impact on Buying Behaviour of Youth (Special Reference to Kanyakumari District) , concluded their buying behaviour, their purchasing power, awareness about the products etc. have greater influence on the individual and family buying behaviour. The Digital marketing which has revolutionized the economy in general and marketing in particulars poses many threat and challenges to the marketer in the competitive market. , so that the market can move on from the mere customer oriented marketing approach to Technological Customer Oriented Marketing approach in the near future.

Miller (2010) stated in his research of online marketing that social marketing has made very important role in persuading consumers to buy online. He found that 70% of consumers are visiting Social Media to get useful information, 49% of them made the decision to buy certain product and 60% of consumers prefer to share their information about the products with others online.

RESEARCH METHODOLOGY

Objectives

- To identify the perception of customers towards online buying behaviour of apparels
- To find out the number one online website that attracts the customers mind.
- To analyse the challenges faced by the customers while online shopping

RESEARCH DESIGN

The researcher has adopted descriptive research design for this study, since the researcher can describes the characteristics of the population that is being studied but cannot control over the variables.

SAMPLING DESIGN & SAMPLING AREA

The researcher has adopted convenient sampling method for the study.

The sampling area for the study is Madurai city

Sampling size & Sampling unit

The sample size for the study is 120. The sampling unit for the study is all the youngsters who are all buying apparels through online in Madurai city

Method of data collection

Primary data has been collected from 120 online buyers by structured questionnaire. Secondary data has been collected from magazines, journal and websites. Statistical tools used for analysis. Percentage analysis and chi square ,pie charts cross tabulation, weighted average is the tools used for the study

ANALYSIS AND DISCUSSION

Table :1

Demographic profile of the youngsters

Demographic Profile of Investors			
Variables	Category	Frequency	Percent
Age	20-25	20	16.67
	26-30	45	37.5
	31-35	38	31.67
	36-40	17	14.17
	Total	120	100.0

Occupation	Government	27	22.5
	Private	57	47.5
	Entrepreneurs	36	30
	Total	120	100.0
Monthly Income	less than 20000	34	28.3
	21000 – 40000	50	41.67
	41000 & above	36	30
	Total	120	100.0

INTERPRETATION

Above table infer that Majority (37.5) of the respondents belongs to the age group of 26-30years. 47.5 % of the respondents are working in private sectors. 41.67% of the online buyers are getting rs.21000 to 40,000 as their monthly income.

Kinds of apparels buying in online

(Internet World Statistic 2012). As the internet user increases the number of online shoppers has also grown rapidly over the years. An apparel purchase is one of the fastest growing segments of virtual buying in India. A survey done upon apparel consumers in India admits.50 % of them go online for better deals and variety of choices.

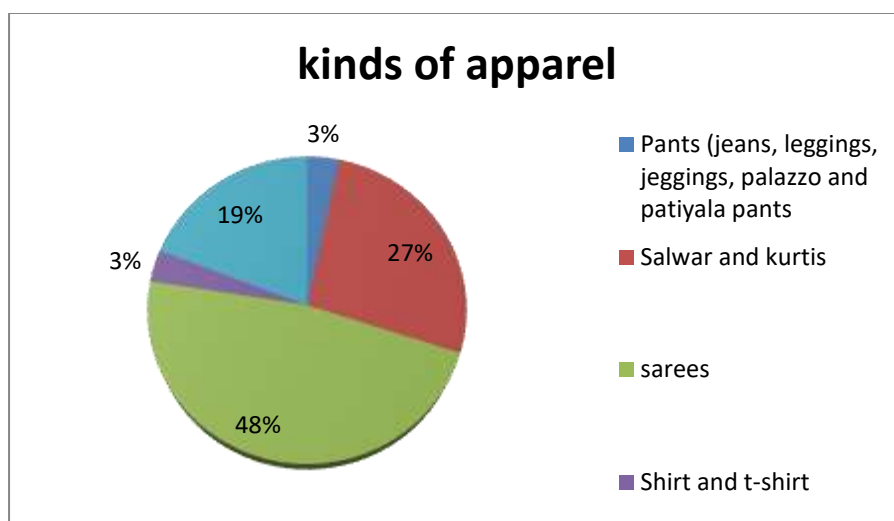
Table.2 kinds of apparels

Kind of apparels	No.of respondents	Percent
Pants (jeans, leggings, jeggings, Palazzo and patiyala pants)	4	3.3

Salwar and kurtis	32	26.7
Sarees	57	47.5
Shirt and t-shirt	4	3.3
Fashionable dress	23	19.2
Total	120	100.0

(Source: information from primary data)

Chart no: 1. kinds of apparels



Inference: The table and chart clearly shows that 47.5% of the respondents are buying sarees in online. 26.7% of the women are buying salwar and kurtis . 19.2 % of the respondents are buying trending fashion dresses and 3.3% of the respondents are buying shirt, t-shirt, Pants (jeans, leggings, jeggings, palazzo and patiyala pants).

Preference towards online shopping

People prefer online shopping for many reasons especially working people prefer for time saving, convenience, fashion and trends etc.

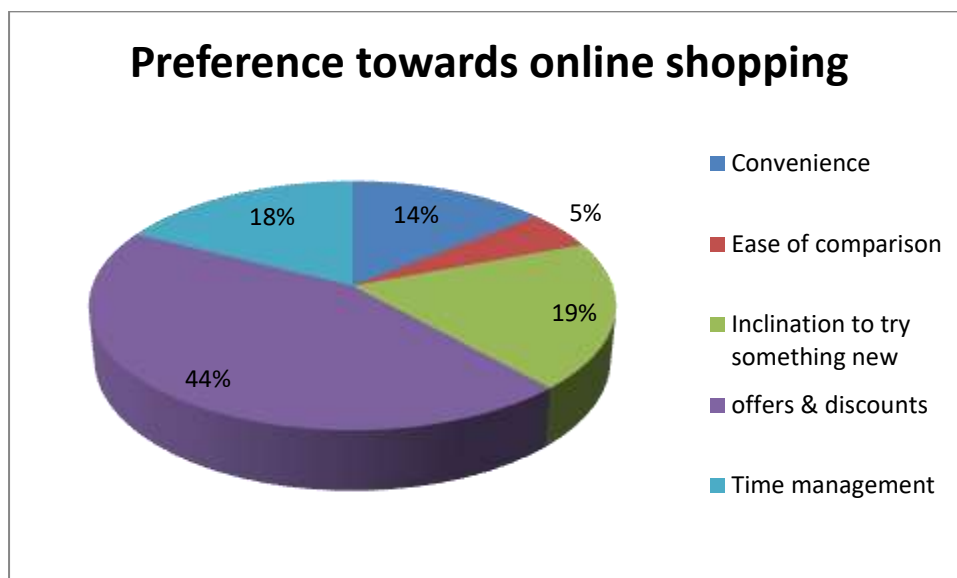
Table .3. Preference towards online shopping

Factors	No.of respondents	Percent
Convenience	17	14.2

Ease of comparison	6	5.0
Inclination to try something new	23	19.2
offers & discounts	53	44.2
Time management	21	17.5
Total	120	100.0

(Source: information from primary data)

Chart. 2. Preference towards online shopping



Inference: The table and chart reveals that 44.2% of the respondents are buying apparels through online for getting more offers and discounts. 19.2% of the respondents are getting to try something new apparels. 17.5% of the respondents are buying for time saving. 14.2% of the respondents said that they purchased for their convenience. Only 5% of the respondents are buying for ease of comparison.

MODE OF PAYMENT

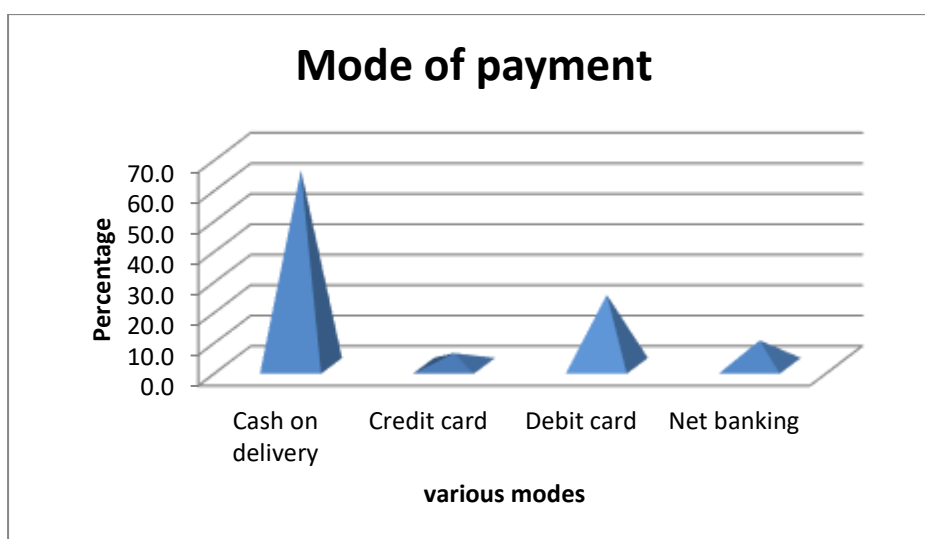
There are various mode of payment systems are available for the customers to make their job convenient and the due to the cash on delivery system the online retailers emerging rapidly now-a-days.

Table .4. Mode of payment

Modes	No. of respondents	Percent
Cash on delivery	77	64.2
Credit card	5	4.2
Debit card	28	23.3
Net banking	10	8.3
Total	120	100.0

(Source: information from primary data)

Chart. 4. Mode of payment



Inference: The above table clearly says that 64.2% of the respondents are paying cash on delivery payment system. 23.3% of the respondents are paying through debit cards. 8.3% of the respondents are said that they are buying products through net banking system and 4.2% of the respondents are using credit cards for purchasing.

Preference of offers and discounts

As online shopping grows in India, deals sites that offer cash- back and discount coupons have emerged, helping the retailers to add customers and widen their market. Amazon have realised the importance of this deals and attracts more customers

Table no: 5. Preference of offers and discounts

Types of offers and discounts	No.of respondents	Percent
50% off	62	51.7
Buy one get one	11	9.2
Festival offers	43	35.8
one day sale	4	3.3
Total	120	100.0

(Source: information from primary data)

Chart . 6 Preference of offers and discounts



Inference:

51.7% of the respondents prefer 50% offers. 35.8% of the respondents prefer festival offers. 9.2% of the respondents said that they prefer buy one get one offer

3.3% of the respondents prefer one day sale offers.

Problems while buying

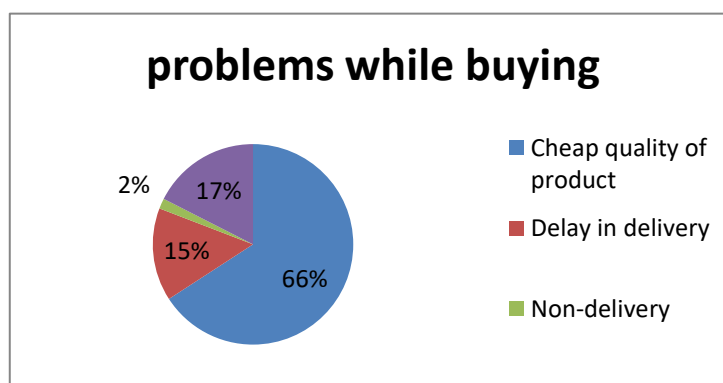
There are many problems faced by the customers while buying products through online. Even it's a great challenge for the retailers also to face these types of problems from the customers.

Table no.6 Problems while buying

Problems	No.of respondents	Percent
Cheap quality of product	79	65.8
Delay in delivery	18	15.0
Non-delivery	2	1.7
Product damage	21	17.5
Total	120	100.0

(Source: information from primary data)

Chart . 5 Problems while buying



Inference: 65.8 % of the respondents faced the quality of the product is not good while buying in online. 17.5% of the respondents said that the products what they are receiving are damaged products.15% of the respondents faced there is a delay in delivery system. 1.7% feels that they never they never delivered the products what the customers are ordered.

Reason for online shopping vs Perception towards risk

Ho: There is no significant relationship exists between the reason for preferring online shopping and the perception towards risk in online buying.

Reason for preferring online shopping Vs. risk in online shopping Cross tabulation							
			perception about the risk in online shopping				Total
			Fear of misuse of credit card	Fear of on time delivery after payment	No possibility of touch and feel of actual product	Quality differences	
Reason for preferring online shopping	Convenience	Count	0	1	4	12	17
		Expected Count	1.3	.7	4.7	10.3	17.0
	Ease of comparison	Count	1	0	1	4	6
		Expected Count	.5	.3	1.7	3.7	6.0
	Inclination to try something new	Count	4	2	6	11	23
		Expected Count	1.7	1.0	6.3	14.0	23.0
	offers & discounts	Count	3	2	16	32	53
		Expected Count	4.0	2.2	14.6	32.2	53.0
	Time management	Count	1	0	6	14	21
		Expected	1.6	.9	5.8	12.8	21.0

	d Count					
Total	Count	9	5	33	73	120
	Expected Count	9.0	5.0	33.0	73.0	120.0

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.370a	12	.671
Likelihood Ratio	10.618	12	.562
N of Valid Cases	120		

Inference

The corresponding p-value of the test statistic is $p=0.671$ and our X^2 value of 9.370 falls on 0.671. Since the p-value (0.671) is higher than our chosen significance level ($\alpha=0.05$), we accept the null hypothesis. So there is no significant relationship between the reason for preferring online shopping and the perception towards the risks associated with the online buying of apparels.

From the above table, 73 respondents felt that there are a lot of differences in the delivered product. 33 respondents felt that there is no possibility of touch the actual product before ordering. 9 respondents feels that there is a fear of misusing the credit cards. And 5 people felt that there is time delay in delivery.

Various sites

Everyday people are looking for new trends in dressing. All over the world people are spending millions of rupees on clothing sites in a bid to look stylish and admirable. So the marketers are also giving more offers and discounts to attract customers through their websites.

Weighted average for various online websites

S.NO	Factors	5 - Strongly Agree	4 - Agree	3 - Neutral	2 - Disagree	1 - Strongly Disagree	Weighted Score	Weighted Average	Rank
1	Koovs	10	124	231	18	1	384	3.20	7
2	Biba.in	0	140	213	20	4	377	3.14	8
3	Tatacliq	30	196	156	16	5	403	3.36	2
4	Bewakoof.com	35	180	159	20	5	399	3.33	3
5	Max fashion	40	128	198	22	3	391	3.26	3
6	Ajio	5	148	210	12	6	381	3.18	4
7	Flipkart	10	196	180	10	4	400	3.33	2
8	Myntra	10	172	183	20	4	389	3.24	3
9	Amazon	50	164	198	6	0	418	3.48	1

Inference:

The customers are given first rank to the amazon website. From them they can buy more apparels. youngsters are giving second rank to the flipkart

Third rank goes to the myntra The respondents' gives fourth rank to Ajio

They gave last rank to the Biba website

CONCLUSION

Everyday people are looking for new trends in dressing. All over the world people are spending millions of rupees on clothing sites in a bid to look stylish and admirable. So the marketers are also giving more offers and discounts to attract customers through their websites. Amazon is the number one website that captures the youngsters mind in Madurai

city. People prefer 50 % offers and discounts for preferring online shopping. 65.8 % of the respondents faced the quality of the product is not good while buying in online. There are various mode of payment systems are available for the customers to make their job convenient and the due to the cash on delivery system the online retailers emerging rapidly now-a-days. Ease of buy , convenience and time saving are the main factors youngsters are preferring online buying for apparels.

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