



**FACTORS DETERMINING THE PURCHASES OF CLOTHING
PRODUCTS THROUGH SOCIAL MEDIA ADVERTISEMENTS IN COIMBATORE
CITY**

Mrs.K. Rani Ph.D (PT) Research Scholar in Commerce, Dr SNS Rajalakshmi College of Arts and Science, Coimbatore.

Dr. J.Udhayakumar Associate Professor &Head in Commerce with Information Technology, Dr SNS Rajalakshmi College of Arts and Science, Coimbatore

Dr. M.Umamaheswari, Head - Research, Associate Professor, Dr SNS Rajalakshmi College of Arts and Science, Coimbatore

Dr.R.Arun, Associate Professor, Management Studies, JHA Agarsen College, Chennai

Abstract

Consumer behaviour of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process. In this modern world, the popularity of interactive media like the World Wide Web is increasing day by day with rapid pace. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance¹. The evolution and tremendous usage growth of the Internet, and its deregulation from a research tool into a free network that anyone may use, implies that marketers are now positive towards adopting the Internet as a marketing tool. Social media sites and their advertisement scenario makes people fell on for the products which in turn makes business to the companies involved in it. Purchases of clothing and accessories from the online sites have become a proliferating trend. The internet buffs find it very appropriate to make purchases online

¹ <http://www.diva-portal.org/>

all their clothing needs. Here comes the social media sites into the picture and plays a prominent role. Hence, the present study will make a view on the various factors that determines the Clothing Products Purchases through Social Media Advertisements in Coimbatore city.

Keywords: Consumer Behavior, Online shopping, Clothing Products and Social Media Advertisements.

Introduction

Online shopping and online consumer behaviour depend on these factors such as Website visibility, online shops credibility, information comparison, payment security, privacy, website interface, convenient time, education level and experience of network culture, social, personal, psychological behaviour also affects the consumer behaviour in online shopping, as it is based on individual to individual perceptions. Consumer behaviour in online shopping and in traditional shopping is very different. Both include social, cultural, personal and psychology etc. factors but traditional shopping is much more influenced by these factors as compared to online shopping, the reason is that online customers are restricting with social cultural environment and psychological factors. Online shopping basically is based on individual preferences and his personal perceptions. E-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, e-shop where product can be viewed, promoted and sold. E-Marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website. It includes advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. E-marketing & internet marketing terms are used in the same sense².

Modern globe, nowadays, has a million of people online having potential to be customer for a product or services offered by a company. Rapid and fast developments in information technology with increased competition increases attention of customers' daily online shopping. It is very important for an online retailer to know that what kind of things and

² Dr. Sanjay Hooda and Mr. Sandeep Aggarwal, Consumer Behaviour Towards E-Marketing: A Study Of Jaipur Consumers, Journal of Arts, Science & Commerce, Vol.– III, Issue 2(2), April 2012 [107]

strategies help to increase sales in this fierce competition in market with high expectation of online customers. The study shows that the sites that perform best in customer experience have a significant advantage in driving online sales. Since online shopping is the new medium of shopping with new demands of customers, it is very important to know about their behaviour and understand what they require and need to enhance performance and attract more customers. Various customers around the globe have their specific attitude and perception and hence it is not an easy task for an online retailer to identify and fulfill the requirement of each and every consumer.

Statement of the problem

Clothing products is a significant purchase category. Clothing products purchase has become a significant portion of online purchases selling the same is a huge challenge for e-marketers. Customers who are most likely to buy should be attracted to cover the cost of e-commerce and make profit. In spite of giving experiences equivalent to brick and mortar stores in see, feel, and touch, high product rate return exists. Internet users with high innovativeness use the internet for actual purchase more than internet users with low innovativeness. Most significant determinant of online purchase was ease of shopping from home, followed by good variety, low prices than mall, and discounts and deals. The most important barrier of online shopping was that people were unable to check the fitting of the Clothing products and they could not touch or feel the product. These two factors are the decision makers in the fashion category. The fun experienced in offline buying also proved to be an impediment of buying online.

Normally based on individual's perception and his personal thinking, online shopping and online consumer behaviour are usually influenced by the factors such as Website visibility, credibility, information availability and comparison, payment security, privacy, website interface, time economy, literacy level, and experience of network. Consumer behaviour in online shopping is varied from traditional shopping; both include social, cultural, personal, and psychological factors. Traditional shopping is much more influenced by the above factors as compared to online shopping. Online trade advertising has taken new forms which have more advantages over the

traditional medium like print media, television, and radio. They not only create impact over the audience but also make them interact with the marketing statistics created by different strategies of communication followed through various social networking sites. Social networking sites will become the primary field for highly targeted marketing and advertising. Hence, it is necessary to study about the behaviour of the customers through social media websites which authorizes them to transmit their purchase decisions/e-marketing/preferences and the like. With the help of above setting the present study is intended to find the solution for the following research objective.

1. To examine the factors that may influence the customers to make purchase of clothing products through social media advertisements.

Review of literature

Tuten and Solomon (2017)³ suggest using social media marketing in overall companies marketing plan because it has many creative and unique applications. Many big companies are adopting social media marketing activities along with traditional marketing communication channels which involve audience engagement, participation and sharing contents. Social media marketing plan should be consistent with the brand-image, which in turn creates positive brand image and trust in customers.

Helena Alves et.al., (2018)⁴ carried out content analysis and systemizes articles on social media marketing in the Web of Science database. Forty-four studies were analyzed in accordance with a variation on the systematic review approach, involving synthesis- and interpretation-based assessment. The results demonstrate how most of the studies analyzed focus on the consumer perspective in terms of usage, share, and influence of social media on consumer decisions, and perceptions. The studies focusing on the firm's perspective centered not only on the usage of social media, but also on their implementation, optimization, and measurement of results. The majority of studies are quantitative and published in recent years.

Research Methodology

³ Tuten and Solomon (2017) Online behaviour of social media participants' and perception of trust, comparing social media brand community groups and associated organized marketing strategies. *Procedia-Social and Behavioral Sciences*, 177, 432- 439.

⁴ Helena Alves, Cristina Fernandes and M' ario Raposo (2018) Social Media Marketing: A Literature Review and Implications, *Psychology and Marketing*, 33 (12), 1029-1033.

The study is both analytical and the Primary data for the analysis has been collected using questionnaire. The population targeted for this study consisted of respondents who use social media websites to make purchases of clothing products from the city of Coimbatore. A total 125 respondents from all the five zones in the city are being selected and to whom the questionnaires are distributed. The sampling technique adopted for the study is stratified random sampling.

Analysis and discussion

Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy has been used to gauge the appropriateness of factor analysis approach.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.998
Bartlett's Test of Sphericity	Approx. Chi-Square	46.98
	df	125
	Sig.	.001**

KMO Measure of Sampling Adequacy value is 0.998 which means that all the variables are positively correlated. Bartlett's test of Sphericity significance value is less than .001 and hence it is concluded that Factor Analysis can be performed for these variable.

Communalities

Communalities of all variables are extracted by following the method of Principal Component Analysis. The Communalities of all variables are as follows.

Table 2: Communalities

Factors	Initial	Extraction
Timely Delivery	1.00	.84
Price of the product	1.00	.94

Product quality	1.00	.62
Design of the products	1.00	.72
Promotional approach	1.00	.71
Product features	1.00	.71
Money value of the product	1.00	.61
Available choice of products	1.00	.68
Type of Product	1.00	.86
Convenience to use	1.00	.76
Information Structure	1.00	.98
Payment methods	1.00	.64
Feedback	1.00	.56
Product Images	1.00	.64
Communication	1.00	.71
After Sales Service	1.00	.78
Response time	1.00	.52
Network connectivity	1.00	.52
Security	1.00	.63
Guaranty and Warranty	1.00	.69

Extraction Method: Principal

Source: Compiled and calculated using the primary data

This leads to the verification of individual variances has shown in the commonalities that the variables have their variances ranging from 0.506 to 0.954 this implies the 20 variables are statistically significant.

Rotated Component Matrix

Table 4: Rotated Component Matrix

Factors	Component		
	1	2	3
Price of the product	.72		

Money value of the product	.68		
Payment methods	.62		
Product features		.71	
Promotional approach		.75	
Available choice of products		.69	
Type of Product		.65	
Convenience to use		.72	
Timely Delivery		.71	
Product quality		.63	
Product Images		.63	
Design of the products		.65	
Information Structure		.65	
Communication		.65	
Network connectivity		.59	
Response time		.50	
After Sales Service			.52
Security			.52
Guaranty and Warranty			.51
Feedback			.52

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization. a. Rotation converged in 6 iterations.

From the above table only those factor loadings which are greater than or equal to 0.5 are considered and they are tabulated as;

Table: 5: Factors loaded

S. No	Variables Loaded	Name of Factors
First set of Factors	Price of the product	Price
	Money value of the product	
	Payment methods	
Second set of Factors	Product features	Product
	Promotional approach	
	Available choice of products	
	Type of Product	
	Convenience to use	
	Timely Delivery	
	Product quality	
	Product Images	
	Design of the products	
	Information Structure	
	Communication	
	Network connectivity	
	Response time	
Third set of factors	After Sales Service	Post purchase
	Security	
	Guaranty and Warranty	
	Feedback	

From the above table only those factor loadings which are greater than or equal to 0.5 are considered. Based on the underlying relationship three variables on first factor are loaded and those Factors are named as Price. On the Second Factor, thirteen variables are loaded and they are named as Product. On the Third Factor, four variables are loaded and named as Post purchase.

Conclusion

Trust, particularly the unique dimensions of transactional security and privacy, play a critical role in generating customer loyalty to social media marketers for clothing. Moreover, privacy concerns have led to a public relations fiasco for some major social media marketing resulting in substantial brand image erosion. Marketers using third-party social media outlets should ensure that their marketing campaigns do not encourage consumers or any other parties to engage in practices that would violate the social media company's privacy policy and marketers should also ensure that they are abiding by the policies as well. Clothing companies that administer their own blogs or other social media platforms should also maintain comprehensive policies that disclose the company's data collection, use, and storage practices, and any responsibilities that third parties have regarding privacy and data security. The online environment creates not only opportunities, but also complications and challenges for the social media marketing process. The transparency of the web makes online information available to all audiences, and reinforces the need for consistency in the planning, design, implementation and control of online marketing communication.

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