



## A STUDY ON ONLINE SHOPPING BEHAVIOR FOR APPAREL: LITERATURE REVIEW

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### Abstract

Experts predicted that in the upcoming years, the trend of e-commerce will become a common phenomenon among consumers after analysing the current purchasing habits of Indian consumers. Although this time the infrastructure has changed and with it the size and knowledge of the market, the business model of Indian e-enterprise is doing a complete circle flip to return to where it began. The participants are moving towards a model that they did not initially begin with, thus there is a conviction that they have specific responses to the model's elements and are not just making a similar jump. Due to the numerous restrictions associated with internet shopping in its early phases, people were reluctant to purchase clothes there. However, the market has been able to overcome several of these obstacles recently, giving consumers more confidence to make purchases online. Online clothing trade has significantly increased during the past two years. This study examines consumer trends in south Indian consumers' online clothes shopping.

**Key words**-Clothing sector, customer satisfaction, and shopping habits.

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### 1. INTRODUCTION

Regardless of whether a company operates as an online business or a traditional corporation that hasn't yet developed online services, internet items have grown to be a significant component of its business scope. As vital as it is to obtain client pleasure through "conventional" services, businesses are equally keen to do so by providing their online services. Internet searches mediated attitudes about online purchasing rather than being directly related to e-commerce intentions. Additionally, the skewed norm was found to affect attitudes towards online purchasing in addition to having an impact on the desire to shop online.

The implication for online businesses is that they should concentrate on enhancing the convenience and usability of online buying. This is significant because the appealing aspects of online shopping—"convenience," "usefulness," "ease of use," and "efficiency"—seem to be more

significant than the unappealing ones—"lack of security," "privacy of information," and "online fraud." The transaction aspect of online shopping is crucial. Convenience, ease of use, security, utility, and value are unquestionably the top advantages for many customers who purchase clothing online. Above all, the element of internet search is a crucial idea in the practise of online clothing shopping. The goal of this review is to pinpoint the key characteristics that influence consumer garment purchasing.

### 2. THEORETICAL BACKGROUND

The impact of consumer decision-making styles on college students' online apparel consumption, by Dr. Binoy Mathew, Kelly O. Cowart, and Ronald E. Goldsmith, 2001. One of the e-commerce sectors with the quickest growth right now is apparel. Therefore, there are compelling managerial and academic arguments for understanding consumer traits related to online clothing

purchases. This study uses the Consumer Styles Inventory to investigate the driving forces behind online garment purchases. Data Statistics from a sample of college students revealed that brand loyalty, furious shopping, quality consciousness, brand consciousness, and fashion consciousness were all positively connected with online garment purchases. Online spending was inversely connected with price compassion. Both Dr. C. Madhavaiah and Syed IrfanShafi, Consumer behaviour, as defined by Michael R. Solomon, Nancy J. Rabolt, and others (2004), is the study of the actions taken by individuals or groups to choose, acquire, employ, or plan the use of goods, services, concepts, or experiences in order to meet their needs. With eight consumer psychological direction variables—perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impetuous and careless consumer, confused by overabundance of choice, habitual and brand loyal consumer, recreational shopping awareness, and price and value consciousness—Sproles and Kendall (1986) developed a model to conceptualise consumers' decision-making behaviour. Kalyankar, Anute, (2022) Google Analytics allows you to segment audiences based on their actions on your site, such as visitors who looked at product details but did not buy, visitors who added things to shopping carts but did not finish the purchase process, or their demographics.

Lawler, James, and Joseph, Anthony Studies in the literature point to risk, enjoyment (Goldsmith, 2000), playfulness (Liu, Armet, Capella, & Taylor, 2001), ease of use, effortlessness (Baty & Lee, 1995), and lifestyle compatibility as variables. According to Jarvenpaa and Todd (1997), the elements are significant in the design of distinction in a generic shopping experience. In the topic of goal concentrating, differentiation is mentioned by Wolfinbarger and Gilly (2001). Goal-focused shopping is also described as being purposeful, resourceful, quick, logical, and

task-focused (Hoffman & Novak, 1996). Goal-focused customers frequently purchase previously specified products on the Web without the assistance of personnel, and they are also reported to have a well defined aim (Moe & Fader, 2001). According to Wolfinbarger and Gilly (2001), the following elements are crucial for goal-focused purchasing on merchant websites:

Prithvi Singh E-shopping consumer buying behaviour is another name for online shopping consumer behaviour. The study or case studies of online consumer purchasing patterns are crucial since they aid in understanding and analysing customer preferences and how they purchase things online; Who purchases goods online? What influences consumers' decision-making while making an online purchase? The success of E-Retailers depends on their products' quality, branding image, novelty, and popularity, among other factors. I believe the entire concept of online

Preeti Singh and Radha Kashyap, professor The procedure a consumer uses to make an online purchase of a service or commodity is known as online purchasing behaviour. In other words, a customer can shop for goods from an online store whenever it suits them, comfortably at home. Consumer attitude is the positive or negative manner that consumers think when they are about to make a purchase decision in terms of online buying. Consumer views are influenced by their intent to buy. The assumption underlying the link between intention and behaviour is that consumers make an effort to make informed judgements. As a result, an individual's behavioural intention to engage in or refrain from engaging in a particular behaviour determines that person's actual behaviour right away (Fishbein and Ajzen, 1975).

A wider market can now be accessed by using online retailers, a type of multi-

channel commerce (Kim & Park, 2005). Due to the growing popularity of online purchasing, opening an online store has several benefits. It offers a very adaptable method for marketing goods and services (Doherty & Ellis-Chadwick, 2006). Instead of physically going shopping, many are finding it more convenient to shop online. They only need to click on their computers or phones to nearly instantly purchase whatever goods or services they want (Kau et al., 2003).

Online commerce does, however, have some drawbacks that must also be taken into account. Online stores also contain hedonic and utilitarian components, much like offline stores, and various consumers have varying perceptions of the idea of online buying. Another important consideration is how the customer feels about their online purchasing experience. When a customer's experience goes above and above their expectations, there is a good probability that they may develop a strong loyalty to that specific online store. This satisfaction is dependent on a variety of elements, including the degree of fulfilment from the experience, the ease of the transaction, and the friendliness of the interaction (Chen & Chang, 2003). The kind of product the customer is looking to buy will also influence their perception. For instance, according to Klein (1998), things that must be researched before purchase (like books) will differ from those that are acquired through experiences (like garments). According to Zhou et al. (2007), because the risk variables fluctuate for each type of product, online customers' perceptions will change based on the product. Some shoppers avoid doing their shopping online because they find traditional stores to be relaxing and enjoyable. They feel happier and can now engage in a social activity with their friends thanks to it (Liu et al., 2013). Other elements that could influence how online customers perceive a brand include: How

exposed they are to the market, how ambiguous the market is, and where their competitors are located (Gong et al., 2013). In contrast, generation Y is particularly devoted to internet buying and spends a lot of time researching and daydreaming about online goods.

They pay attention to sales campaigns and take fashion cues from celebrities (Hill et al., 2013). According to a recent study, nearly half of the respondents spent at least an hour per day on online shopping portals. Additionally, it was shown that men's fashion has increased the number of men who purchase online (Lachman & Brett, 2013). In general, customers are now willing to embrace the idea of online buying, and this tendency is just continuing to spread. It should be highlighted, nonetheless, that conventional shopping is still important to the retail industry (Watson et al., 2002).

### 3. ONLINE PURCHASING BEHAVIOUR AND ATTITUDE

Consumers' actual payment behaviour when shopping online is known as online purchasing behaviour. A lot of customers are reluctant to make purchases online, and more than half change their minds before making a payment (Shim et al., 2001). This dread of buying clothes may be caused by a variety of things, such as the product's perceived risk or perceived financial risk (Beck, 2001). However, people used the Internet for both information search and product purchases due to its convenience (Beau dry, 1999), reasonable prices (Beau dry, 1999), and wide range of products. The goal of the current study is to determine the relationship between consumer innovation and information seeking and buying behaviours.

Customers' attitudes towards ordering services online depend on how well they know the service provider and how well they use the Internet. According to Monsuwe (2004), exogenous factors such as customer personality, situational factors,

product uniqueness, prior online shopping experiences, and confidence in online shopping also have an impact on customers' attitudes towards online shopping in addition to ease of use, usefulness, and enjoyment. Acceptance of the Internet is closely correlated with consumers' attitudes about online purchasing. Customers' attitudes towards online purchasing are influenced by perceived usefulness and convenience of use, although perceived usefulness had no impact on users' acceptance of purchasing goods via online models.

#### 4. PERCEPTION OF ONLINE SHOPPING

Another thing to think about is how the customer feels about their online shopping experience. When a customer's experience goes above and above their expectations, there is a good probability that they may develop a strong loyalty to that specific online store. This satisfaction is dependent on a variety of elements, including the degree of fulfilment from the experience, the ease of the transaction, and the friendliness of the interaction (Chen & Chang, 2003).

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#### Consumer buying behavior is influenced by the major three factors:

##### A. Social Factors

Social variables are pressures that other people use to influence how customers make purchases. Culture and subculture, roles and family, socioeconomic status, and peer groups are a few examples of these social elements.

##### B. Psychological Factors

These are personal to the individual and create internal pressures that affect how they make purchases. Motives, perception, learning, attitude, and personality are among the main forces.

##### C. Personal Factors

These include characteristics that are particular to an individual and affect purchasing decisions. These variables include those related to demographics, way of life, and environment.

#### 5. ADVANTAGES OF ONLINE SHOPPING

Online shopping is a type of electronic commerce in which customers transact with a vendor directly via the Internet without using a middleman.

➤ **Simple to Find:** Looking for a

product online is considerably simpler than looking in a nearby store. Using the search engine on an online retailer's website, you may quickly look up any product. However, you have to search for it in the store until you discover it.

➤ **Products may be less expensive:** Occasionally, a product may be considerably less expensive in another country than in your own. It makes financial sense in this situation to shop online.

➤ **Save time and effort:** You don't have to waste time going to the store and waiting in queue.

➤ **Freedom of choice:** Online shopping offers far more freedom of choice than local retail shopping. You can select the item you're looking for from a huge selection of products online.

➤ **The opportunity** to choose your own prices is something you will appreciate. You can visit another online store to compare prices if you don't like the pricing of a product from one online retailer.

➤ **High customer satisfaction rate:** Online buying is now quite dependable. The satisfaction rate is really high.

➤ **Buyer protection:** Reputable websites like eBay offer buyer protection to entice customers to make purchases there. If a vendor fails to deliver the item or delivers one that does not match the description, this very reputable website will refund your money.

➤ **Buying** a rare commodity is made much easier by shopping online.

➤ There are some items that you don't want to purchase in public. To retain the required level of privacy, you can purchase any product from an online store while being anonymous.

➤ **E-business:** Millions of people are truly benefiting from the development of online commerce. People can now buy and sell from the comfort of their home. People who are unable to buy or rent a store can nevertheless sell goods from their homes

by opening an internet store. This has a significant impact on lowering the unemployment rate.

## 6. DISADVANTAGES OF ONLINE SHOPPING

➤ **Delay:** The primary drawback of online shopping is that you cannot get the item right away. You have to hold off till the item shows up. Sometimes having something right now is preferable to waiting for it for a long period. If the delivery time is too long, I would rather purchase anything right away.

➤ **Inferior product:** You are unaware of the product's true quality. The product's description may occasionally not match what the thing actually is. As a result, you can receive a product of lower quality.

➤ **Shipping Charge:** One of the biggest drawbacks of internet purchasing is the cost and delays of shipping. In general, shopping online is less expensive. However, there are times when the addition of the delivery fee drives up the price to the level of your neighborhood store.

➤ **Delivery Problem:** There is occasionally a delivery risk. When a seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product as a result of shipping issues, delivery risk occurs.

➤ **Shopaholic:** Many people wind up becoming compulsive online shoppers because it is so simple to find and buy various goods online. This indicates that they overspend on items they don't genuinely need. People who are online shopaholics believe they are saving money because internet purchases are so inexpensive, but occasionally they are a waste of money because you don't actually need the items.

➤ **Scam:** internet scams and fraud are on the rise as internet buying becomes more widespread. Because trustworthy websites will deal with any fraud to uphold their reputation, buyers should only purchase from them.

➤ **Some items are better to buy from the real Store:** You wouldn't want to purchase any clothes items since you wouldn't know if they would look well on you or not.

➤ **Return problem:** When purchasing online, returning an item might be challenging. Although the vendor accepts returns, they typically need the item quickly and you are still responsible for the transportation costs.

➤ **Warranty problems** Electronic products are sometimes sold without a worldwide guarantee. Therefore, be sure to check with the seller to see if the product has an international warranty.

➤ **Miscellaneous trouble:** Other uncommon drawbacks include credit card fraud, malware, etc.

## 7. CONCLUSION

Due to its ability to connect people and businesses worldwide, the internet has enormous potential for commerce. If difficulties with online shopping continue, especially with clothing, they will only become worse. Every consumer has encountered a variety of issues. Findings lead to the conclusion that young people are becoming more interested in internet buying. Because safety concerns and low levels of consumer confidence in online retailers are the key obstacles to online purchasing, merchants must develop appropriate ways to boost consumer trust.

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