

A Review of the Literature on Online Shopping Behavior for Apparel

Sweety Rani,

Assistant Professor (T), Department of Laws,
BPS Women University, Khanpur Kalan, Sonapat

Abstract- Experts predicted that the trend of e-shopping would become a basic phenomenon with purchasers in the next years by evaluating the existing behaviour of Indian consumers years. While 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 toward a model that they did not initially begin with, so there is a sense that they have specific responses to the model's elements and are not merely making a similar jump. Due to the numerous restrictions associated with internet shopping in its early phases, people were reluctant to purchase clothes there. Nonetheless, the industry has been able to overcome several of these obstacles recently, giving customers more confidence to make purchases online. The last two years have experienced a significant increase in online clothing trading. This research examines south Indian customers' internet buying patterns in the garment sector.

Keywords: - Clothing sector, internet shopping, customer satisfaction, and buying habits.

1) Introduction

Regardless of their nature, online products have grown to play a significant role in commercial operations of carrying out business as internet businesses or traditional businesses that have not yet created online services. As vital as it is to obtain client pleasure through "traditional" services, businesses are equally keen to do so by providing their online services. Instead of having a direct impact on e-purchasing intention, attitudes regarding online shopping were mediated via internet search. Moreover, skewed norm was found to alter attitudes regarding online purchasing in addition to having an impact on the desire to shop online.

Implication for online retailers is that they should focus on making the familiarity of online shopping more accommodating and more user-friendly. This is important because the positive skin of online shopping ('convenience', 'usefulness', 'ease of use', and 'efficiency') appear to be more important than the unenthusiastic features ('lack of security', 'privacy of information' and 'online fraud'). The transaction factor is a vital part of online shopping. For many consumers who buy apparel online, convenience, ease of use, security, usefulness, and value are unmistakably the primary benefits. Above all, the internet search component is a critical concept in the behavior of online shopping for apparel. Aspire of this review is to identify the main attributes that affect consumer purchases of apparel.

2) Theoretical background

Dr. Binoy Mathew, Kelly O. Cowart, and Ronald E. Goldsmith (2001), "The Influence of consumer decision-making patterns for college students' online clothing purchases. One of the e-commerce sectors with the quickest growth right now is apparel. Thus, there are compelling

managerial and scholarly arguments for understanding consumer traits related to online clothing purchases. This study uses the Consumer Styles Inventory to examine 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.

Syed Irfan Shafi and Dr. C. Madhavaiah, According to Michael R. Solomon, & Nancy J. Rabolt (2004), consumer behavior is the study of the processes involved when individuals or groups, select, purchase, use or set out of products, services, ideas or experiences to satisfy needs. Spoles and Kendall (1986) developed a model to conceptualize consumer's decision making behavior with eight consumer psychological direction variables viz., perfectionism consciousness, brand consciousness, novelty and fashion consciousness, impetuous and careless consumer, confused by over choice consumer, habitual and brand loyal consumer, recreational shopping awareness, and price and value consciousness.

James Lawler and Anthony Joseph Studies in the literature indicate factors of compatibility of lifestyle (Ratchford, Talukdar, & Lee, 2001), ease of use, effortlessness (Baty & Lee, 1995), fun (Goldsmith, 2000), playfulness (Liu, Arnett, Capella, & Taylor, 2001), and risk. The factors are point to as important in the design of differentiation in a generic shopping experience (Jarvenpaa & Todd, 1997). Wolfenbarger and Gilly (2001) indicate differentiation in the context of goal focusing. Goal focusing is further indicated to be deliberate, resourceful, fast, rational and task-focused shopping (Hoffman & Novak, 1996). Goal-focused shoppers are regularly independent of the help of online sales and service staff and are indicated to have a clearly defined objective to buy previously identified products on the Web without the help of staff (Moe & Fader, 2001). Wolfenbarger and Gilly (2001) initiate the following factors as important in goalfocused shopping on a retailer Web site.

Prashant Singh Online shopping consumer behavior is also called E-shopping consumer buying behavior. The research or case studies of online consumer buying behavior are important because it helps to know about consumers demands, it helps to understand and analyze that when consumers buy products online?; Who buy products online?; How consumers mindset for purchasing the products online? I think the whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviors and the success of E-Retailers is depending upon its quality, its branding image, its uniqueness and its popularity etc.

Preeti Singh, Prof. Radha Kashyap Online shopping behavior is defined as the process a consumer takes to purchase a service or product over the internet. In other words, a consumer may at his or her spare time buy from the ease of their own home products from an online store. Consumer attitude in term of online shopping is defined as consumer's positive or negative way of thinking when they are about to make the purchasing decision. Consumer attitudes are affected by their purchasing intention. The relationship between intention and behavior is based on the assumption that consumers' effort to make rational decisions based on information available to them.

Therefore, an individual's behavioral intention to perform or not to perform certain behavior is the immediate determinant of that person's actual behavior (Fishbein and Ajzen, 1975).

Online stores are a form of multi-channel retailing which can now be used to gain access to a wider market (Kim & Park, 2005). Opening up online shops brings about great advantages as many consumers are leaning towards online shopping. It provides a very flexible way to sell products and services (Doherty & Ellis-Chadwick, 2006). People are finding it more convenient to do their shopping online instead of going out and doing it physically. They can buy almost any products or services they desire just by clicking on their computers or phones (Kau et al., 2003)

However, online retailing does have certain downsides which should also be taken into consideration. Moreover, similar to offline retailing, online shops also have both hedonic and utilitarian aspects and individual consumers perceive the concept of online shopping differently. The consumer's perception of their experience while shopping online is also a factor to consider. When the consumer's experience exceeds their expectations, there is a high chance they will become loyal towards that particular online shop. This satisfaction is based on a number of features such as: how fulfilling the experience was, how smooth the transaction was and the ease of interaction (Chen & Chang, 2003). The shopper's perception will also vary depending on what kind of product they are looking to purchase. For instance, Klein (1998) said that products which require searching before purchase (such as books) will be different from products that are purchased through experiences (such as clothes). Zhou et al (2007) also stated that the online shoppers' perception will vary depending on the type of product because the risk factors are different for each (Liu & Forsythe, 2010). Some consumers do not shop online because they perceive traditional shopping as being soothing and fun. It improves their mood and turns into a social activity which they can do with their friends (Liu et al., 2013). Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong et al., 2013). Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products.

When it comes to fashion, they pay attention to sales deals and take celebrity fashion advice (Hill et al., 2013). A recent study discovered found a majority of respondents—nearly half—spent at least an hour every day on e-commerce sites. Also, it was discovered that men's fashion has increased their interest in internet buying (Lachman & Brett, 2013). In general, customers are now willing to embrace the idea of online buying, and this tendency is just continuing to spread. Yet it's also important to keep in mind that conventional shopping is still important to the retail industry (Watson et al., 2002).

3) ONLINE PURCHASING BEHAVIOR AND ATTITUDE

Online purchasing behavior is the act in which consumers actually pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs (Shim et al., 2001). For apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk (Beck, 2001). However, due to

convenience (Beau dry, 1999), good price (Beau dry, 1999), and product variety, consumers used Internet for product purchasing as well as information search. The present research intends to discover how innovativeness of the consumer is related to information search and purchasing behavior.

Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet. Monsuwe (2004) state that customers' attitudes toward online shopping was not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like customer personality situational factors, product uniqueness, earlier online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is strongly associated with Internet acceptance. The perceived ease of use and perceived usefulness determine customers' attitudes toward online shopping, however, perceived usefulness did not affect user acceptance of online shopping models.

4) PERCEPTION OF ONLINE SHOPPING

The consumer's perception of their experience while shopping online is also a factor to consider. When the consumer's experience exceeds their expectations, there is a high chance they will become loyal towards that particular online shop. This satisfaction is based on a number of features such as: how fulfilling the experience was, how smooth the transaction was and the ease of interaction (Chen & Chang, 2003).

The shopper's perception will also vary depending on what kind of product they are looking to purchase. For instance, Klein (1998) said that products which require searching before purchase (such as books) will be different from products that are purchased through experiences (such as clothes). Zhou et al (2007) also stated that the online shoppers' perception will vary depending on the type of product because the risk factors are different for each (Liu & Forsythe, 2010). Some consumers do not shop online because they perceive traditional shopping as being something and fun. It improves their mood and turns into a social activity which they can do with their friends (Liu et al., 2013). Other factors which may affect the perception of online shoppers are: how exposed they are to the market, market ambiguity and the position of competitors in the market (Gong et al., 2013). Comparatively, generation Y is very attached to online shopping and spends their time looking into and fantasizing about online products.

They are attentive towards sales promotions and are influenced by celebrities when it comes to fashion (Hill et al., 2013). A recent research found that almost half of the respondents were spending a minimum of one hour every day on online retail websites. It was also found then men's fashion has led more men to participate in online shopping (Lachman & Brett, 2013). Overall*, consumers are now freely accepting the concept of online shopping and this phenomenon is continuously growing. However, it should also be noted that traditional shopping is still equally relevant to their tailing business (Watson et al., 2002)

The following three main characteristics significantly affect consumer purchasing behaviour:

- **Societal Influences**

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.

- **Emotional factors**

They 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 influences.

- **Individual Factors**

These are characteristics that are particular to an individual and affect purchasing decisions. These variables include situational, lifestyle, and demographic ones.

5) ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service.

- **Easy to Find:** Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.
- **Products can be cheaper:** Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money. →

Save time and energy: You don't have to waste your time in going to store and standing in front of the crowd.

- **Freedom of choice:** Freedom of choice is very high in online than shopping from a nearby store. In online you can choose the product you are looking, from a vast range of products.
- **Freedom of price flexibility:** You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to other online store to look for cheaper price.
- **High satisfaction percentage:** Now a day shopping online is very reliable. The percentage of satisfaction is very high.
- **Buyer protection:** Dependable websites like EBay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller do not deliver the item or deliver an item which does not match with the description.
- **Rare product:** Shopping online is very useful in buying rare products.
- **Privacy:** There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy.
- **E-business:** The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

6) DISADVANTAGES OF ONLINE SHOPPING

- **Delay:** The main disadvantage of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometime it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.
- **Inferior product:** You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result you might end up with inferior quality product.
- **Shipping Charge:** Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.
- **Delivery Problem:** Sometime you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems. Shopaholic: Since it is very easy to search & purchase different items very easily and quickly from online, many people ends up being an online shopaholic. That means they buy too many things they actually don't need. Online Shopaholic people thinks they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them.
- **Scam:** As online shopping is becoming very common the number of online scam and fraud is also increasing. This is why a buyer should always buy from trusted websites only because trusted websites would take care of any fraud to maintain their reputation.
- **Some items are better to buy from the real Store:** You wouldn't like to buy any clothing products because you won't be able to know whether they are going to look good on you or not. → Return problem: Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.
- **Warranty issues:** Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.
- **Miscellaneous trouble:** There are some other rare disadvantages such as credit card fraud, spyware etc.

7) Conclusion:-

Due to its ability to link people and businesses worldwide, the internet offers enormous potential for commerce. If there are any more issues with online shopping especially for clothing. Every customer has encountered a variety of issues. Findings lead to the conclusion that young people are becoming more interested in internet buying. Since safety concerns and low levels of customer confidence in online retailers are the key obstacles to online purchasing, merchants must develop appropriate ways to boost consumer trust.

References:-

- Dabholkar (1996), "Consumer evaluations of new technology based self service options: an investigation of alternative models of service quality," *International Journal of Research in Marketing*, Vol 13, No.1, 29-51
- Bhatnagar A., Misra S., Rao H.R. (2000) On risk, convenience, and internet shopping behaviour. *Communications of the ACM* 2000; 43(11);98- 114
- Despina Krayanni(2003), "Web-shoppers and non-shoppers:compatibility,relative advantage and demographics." , *European business review*;vol15(3);141-152
- Monuwe,T.P.Y, Dellaert,B.G.C. & Ruyter,K.D.(2004). "What drives consumers to shop Online?A literature Review." *International Journal of Service Industry Management*, 15(1) pp.102-121 [8]. Forsythe S.M& shi,B,(2003). "Consumer patronage and risk perceptions in Internet shopping" , *Journal of Business Research* ,56(11) ; 867-875
- Lokken,S.L,Cross,G.W.,Halbert,L.K.Lindsey,G,Derby,C&Stanford,C(2003),"Comparing online and non-online shoppers" *International Journal of Consumer studies*,27(2).126-133
- Chen,Yudo and Xie,Jinhong(2004). "online consumer Reviews: A new Element of Marketing Communications Mix," University of Florida working paper
- Gabarino,Ellen and strahilevitz ,Michal(2004), "Gender differences in the perceived risk of buying Online and the Effects of Receiving a site Recommendation,"*Journal of Business research*,57,pp.768-775
- Helga Dittmar, Karen long, Rosie meek (2004), "Buying on Internet: Gender Differences in Online and conventional buying motivations." *Sex roles*;vol50(5- 6);423-444
- Aron M.Levin.Irwin.P.Lewin,Joshua A.Weller,(2005) "A multi-attribute analysis of preferences for online and offline shopping:Differences across Products,Consumers and shopping Stages." *Journal of Electronic commerce Research*,Vol6, No4
- Park,J. And Kim,J.(2005), " A consumer shopping channel extension model: Attitude shift toward the online store,*Journal of Fashion Marketing and management*. Vol.9.No.1.pp.494-510
- Pradeep korgaonkar, Ronnie Silverbalt,Tyule Girard (2006) " Online retailing product classifications and consumer preferences ." *Internet research*,vol 16 Issue: 3 267-288
- Im,L,Kim,Y, & Han,H.j(2008), "The effect of perceived risk and technology type on users'acceptance of technologies"; *Information & management* ;45(1);1- 9
- Banerjee,N.Dutta,A & Dasgupta T(2010). 'A Study on customers' Attitude towards online shopping- An Indian perspective." *Indian Journal of Marketing*; 40(11); 43-52.
- .Ling,Chai,Tan Hoi Piew (2010), "The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention," *International business research*,vol 3,63-76
- Shalini,S.,& kamalaveni D.(2013), " Online buying behaviour of netizens: A study with reference to Coimbatore ,Tamil Nadu". *Indian Journal of Marketing*,43(8).35-45



- Xia Liu, Alvin C Burns, Yingjan Hou (2013) “Comparing online and in-store shopping behaviour towards luxury goods,” International journal of Retail & Distribution Management, vol 41 Issue:11/12,885- 900
- Jonathan Novothy(2013), “ 8 Reasons consumers like to shop online-Cater to them for online retail success.” <https://www.compra.co.mz/compras-online/why-consumers-shop-online> Volume 4, Issue 1, January – 2019 International Journal of Innovative Science and Research Technology ISSN No:-2456-2165
- Priyanka Sinha,Saumya Sing(2014) “Determinants of consumers ‘perceived Risk in Online shopping: A Study” Indian Journal of marketing,vol.44,No.4,pp.22- 32
- Chahal, P. (2015), “A study on the role of consumers gender and age on online shopping” International journal in commerce, IT and social sciences, 33-41