

Consumer Attitude Towards Online Shopping of Apparels

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ABSTRACT

Objective: The objective of this study is to investigate the perspective of shoppers towards the online purchase of clothing items. The research aims to identify the factors that influence consumers in the realm of electronic commerce, and to examine the correlation between e-satisfaction and e-loyalty. Given that the internet has emerged as a platform for conducting online transactions, it is imperative for companies to comprehend the consumer perception of online shopping and to determine the marketing strategies that can be employed to attract consumers.

Methodology: Quantitative data was generated on the basis of the research instrument (Questionnaire) to test the research hypothesis. The data gathering was carried out by the survey which was sent online to 200 random consumers from which 101 responded. The data has been analysed through SPSS software.

Finding: This study identifies what the factors influencing the online shopping decision of students research has shown an interest in investigating consumer motivations that affect the online shopping behaviour the objective of this study is to measure the student perception on different factors relate to online shopping which motivates the student to decide or not to decide to buy online.

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1. INTRODUCTION

Due to the increasing number of businesses offering business to consumer e-commerce services, e-commerce is becoming more and more well-liked by consumers. (electronic business transactions between businesses and individual consumers who are buyers). Running an internet business by yourself does not always ensure competitive benefits. It goes without saying that

prospective online buyers will only use a certain online store if they believe their particular needs will be met. E-commerce businesses rely on users accessing their websites, buying their products, and, more importantly, buying from them again [1]. This can only be accomplished in a safe, high-quality setting.

The internet offers the Online Shop feature as a means of facilitating shopping for

individuals. This feature eliminates the need for face-to-face interactions with customers, as well as the need to wait in lines or engage in bargaining. E-commerce refers to the process by which businesses or websites enable the exchange or facilitation of the sale of goods and services through the internet. The utilization of internet networks in the form of websites featuring online stores as online marketing channels has led to a significant growth in retail e-commerce in Indonesia. This growth can be attributed to the increasing number of digital trade transactions in recent years.

The definition of an Online Shop, as stated by VHL in 2012, refers to a form of commerce conducted in virtual space, wherein there is no physical interaction between the vendor and purchaser. The approach employed for vending goods involves the act of uploading an image or photograph onto a website, blog, or social media platform. Given the proliferation of online marketplaces, it is conceivable that Indonesian consumers may opt not to engage in online shopping, particularly in light of the country's current state of development and high levels of consumption. When engaging in online shopping, it is imperative to exercise caution regarding the quality of the merchandise prior to finalizing a transaction. The impact of customer satisfaction levels may be affected in the future.

However, as e-commerce is a relatively new idea, there isn't a specialized body of literature that focuses on the idea of e-commerce web site quality [2]. Therefore, the topic of "What constitutes web site quality or what makes a web site effective?" must be addressed. Without an answer to this query, we are likely to keep wasting time and resources while building a mix of successful and unsuccessful websites. Business decision-makers must be aware of some rules for creating their online presences [2].

There is no clear differentiation drawn between what constitutes the dimensions of process and what constitutes the dimensions of result, even though there are several recent works that address the

quality of online purchases in the literature that is now available [3].

2. LITERATURE REVIEW

The characteristic of a product is a significant determinant that can impact the consumer's inclination to make an online purchase. The characteristics of a product may fall into two categories, namely tangible or intangible, and may also be either standardized or customized. The reduced tangibility of a product in an online setting is attributable to the absence of physical interaction and guidance during the purchasing process. Consequently, consumers may exhibit lower propensities to engage in online shopping activities when they require the assistance of a sales representative to obtain advice on a particular product [4]. Consumer goods like automobiles, computers, perfumes, and lotions exhibit a relatively lower propensity for purchase due to their inherent requirement for personal knowledge and experience. [5]. The consumer's intention to make online purchases is influenced by their prior experiences with online shopping. The reason for consumers' continued preference for online shopping in the future is due to their satisfaction with the online shopping experience, which has been positively evaluated [6]. The reduction of perceived risk among consumers is likely to occur as a result of their satisfaction with their shopping experiences [4].

Price is a monetary unit utilized by individuals to facilitate transactions. There is a forecast that the cost of a commodity varies between e-commerce and traditional brick-and-mortar retail channels. Consumers can achieve monetary savings through price promotions on particular products [7]. In the realm of online commerce, consumers tend to rely on price cues that are presented on a website to assess the quality of a product, given that they lack the ability to physically interact with the item in question [8]. According to the research, the inclusion of promotional offers in web-shopping can significantly increase consumers' intention to

purchase [9]. The presence of such offers can also facilitate the decision-making process and aid in the evaluation of alternative options.

Consumers who have a specific shopping goal exhibit greater receptiveness to promotional messages that emphasize discounts and cost savings, such as "pay less" and "discount" [7]. Conversely, consumers who lack a specific shopping goal are more responsive to promotional messages that emphasize value-added benefits, such as "save more" and "free gift." Price promotions offer various advantages, including boosting demand, mitigating fluctuations in supply and demand, and enhancing consumers' purchasing behavior over time [7].

It is a well-established fact that online shopping necessitates the payment of shipping fees for the delivery of purchased products. It is anticipated that certain consumers may have the intention to procure a specific product owing to the additional fees associated with the delivery service.

The pricing factor is an additional element that will impact the level of convenience experienced during shopping. There exists a positive and significant correlation between shopping convenience and the perception of price [8]. Consumers who prioritize convenience can enjoy the advantages of products and services while minimizing their expenses, which can positively impact their level of enthusiasm [10]. The elimination of travel and psychological costs through e-shopping can enhance search efficiency and provide added convenience.

The perception of time is considered a significant factor that correlates with the intention to make a purchase within a shopping context. It is widely held that consumers possess their own individualized perception of time, which may influence their decision to engage in online shopping. Consumers who prioritize time-saving tend to complete their shopping trips expeditiously and prefer stores that facilitate quick shopping [11]. On the other hand, individuals who dislike shopping and seek out time-

efficient retail options are classified as economic shoppers or "problem-solvers."

Online shopping is a convenient option for consumers who choose to make purchases through e-commerce platforms, as it entails reduced effort and improved decision-making capabilities [8], [12]. Online shopping can be a time-saving option for consumers as it eliminates the need to physically travel to a brick-and-mortar store. This can also reduce the impact of external factors such as traffic congestion on the consumer's psychology.

Consumers who prioritize convenience can reap the advantages of products and services with minimal exertion, resulting in a favorable correlation with their level of enthusiasm [10], [13]. The convenience of having products delivered directly to one's doorstep is a primary attraction for numerous consumers, as online shopping obviates the need to physically depart from one's home or workplace [14]. Contemporary consumers anticipate prompt delivery when shopping online, as they engage in a process of internet-based commerce that is analogous to visiting brick-and-mortar retail establishments. In this context, they engage in a transactional process that is akin to purchasing products in physical stores [15]–[24]. Online shopping presents consumers with more favorable prices and expedites the shopping process in comparison to other shopping alternatives [25]. As a result, individuals are more likely to exhibit a proclivity towards increasing their online shopping activities [4], [26] posit that online shopping is a low-effort, low-inconvenience, and time-efficient means for consumers to peruse a wide range of products. This mode of shopping enables consumers to make informed decisions by providing them with essential information about firms, products, and brands.

Consumers anticipate expedited product delivery in online shopping as compared to brick-and-mortar stores, as well as punctual delivery at their preferred time. These are crucial factors that contribute to consumer satisfaction in utilizing the internet as a shopping tool, as timely and dependable delivery is highly valued [15], [22], [27]–[34].

The correlation between time or effort savings and purchase intentions would be amplified [35]. Specifically, consumers were predicted to place greater importance on the time and effort saved when making online purchases after having experienced the minimal amount of time and effort required to complete such transactions. In order to optimize the efficiency of online shopping and enhance customer satisfaction, e-marketers should focus on enhancing the transactional capabilities of their websites and ensuring that all operations can be performed online [36].

The moderating role of uncertainty in preference reversal for copycat brands was examined by [16], [37]–[44]. The results of these studies illustrate the significant impact that uncertainty has on diverse consumer choices. The current investigation aims to analyze the impact of uncertainty within the context of free gift with purchase. Hence, it is imperative for e-commerce vendors to take into account the attributes of their products while formulating their logistics service tactics [21], [31]–[34], [38]–[40], [43]. According to the viewpoint of ECT, customers who engage in online shopping tend to hold greater expectations regarding logistics services when purchasing high-value products as compared to low-value products. From the literature review the hypothesis has been framed below:

2.1 Hypothesis development

H01-There is no significance difference between gender on the dimension of “Perception of customers regarding online marketing Mix”

H02- There is no significant difference between age groups 18-21, 22-24 and 25 and above on the dimension of “Perception of students regarding online promotion”

H03- There is no significant positive correlation between Perceptions of students regarding online product and online Marketing Mix.

3. METHODS

3.1 Research Methodology

The main objective of this study is to measure the customer perception on online marketing mix (price, place, product and promotion). The proposed research is carried out with a view to analyse consumer’s perception and behaviour regarding online purchases of products. The present research is conclusive, descriptive and is based on single cross sectional research design. Quantitative data was generated on the basis of the research instrument (Questionnaire) to test the research hypothesis.

3.2 Data collection

In this data is collected both from primary as well as secondary sources. Primary data includes implementation of questionnaires whereas the secondary data includes information based on journals, books and other published material available in the domain which will be selected to conduct the research.

The sample of the study was drawn from Graduates & Post Graduates students enrolled at Aligarh Muslim University. Judgmental sampling was used to narrow down on the students to be targeted. Since the study focused on the perception of the students who perform online purchases, the questionnaire was conducted on the students who were involved in online shopping. Mostly Final year students of graduation & Post Graduation enrolled in professional courses like M.B.A, BTech and B.A. were targeted for conducting the study using the questionnaire.

3.3 Sample

Size: Students belonging to different Graduate & Post Graduate courses enrolled at AMU were targeted for the study. In all 101 responses were received.

4. RESULTS AND DISCUSSION

4.1 Reliability analysis

The reliability was tested and the value of Cronbch alpha is 0.61 which is accepted. When we compare the result with the standard values for various scales we get

1. Product: Since the Cronbach Alpha value is coming out to be .551, the internal consistency is poor, but it can be accepted.
2. Price: Since the Cronbach Alpha value is coming out to be .583, the internal consistency is poor, but it can be accepted
3. Place: Since the Cronbach Alpha value is coming out to be .708, the internal consistency comes out be good.
4. Promotion: Since the Cronbach Alpha value is coming out to be .613, the internal consistency is acceptable.

Table 1. Reliability analysis

No.	Scale	Cronbach Alpha	No. of Items
1	Product	.551	4
2	Price	.583	4
3	Place	.708	4
4	Promotion	.613	4

4.2 Reliability analysis

The table 2. Shows that there is Significant difference was not observed on the dimension of "Perception regarding Online Pricing" ($p > 0.05$) between Males (Mean= 3.2113, Std. Deviation=.64455) and Females (Mean= 3.1750, Std. Deviation=.72857). Thus, Null Hypothesis is accepted. Table 2. Shows Significant difference was not observed on the dimension of "Perception regarding Online Products" ($p > 0.05$) between Males (Mean=3.6972, Std. Deviation=.66536) and Females (Mean=3.7667, Std. Deviation=.60506) Thus, Null Hypothesis is accepted. Table 2. Shows also a Significant difference was not observed on the dimension of "Perception of students regarding Online Place" ($p > 0.05$) between Males (Mean=3.4754, Std. Deviation=.83469) and Females (Mean=3.6500, Std. Deviation=.68732). Thus, Null Hypothesis is accepted. Table 2. Shows a Significant difference was not observed on the dimension of "Perception of students regarding Online Promotion" ($p > 0.05$) between Males (Mean=3.4167, Std. Deviation=.67985) and Females (Mean=3.4167, Std. Deviation=.87674). Thus, Null Hypothesis is accepted.

Table 2. Marketing Mix across Gender

Items		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Product	Equal variances assumed	0.363	0.548	0.492	99	0.624	0.06948	0.14117	-0.21062	0.34959
	Equal variances not assumed			0.512	59.745	0.611	0.06948	0.13579	-0.20216	0.34112

Price	Equal variances assumed	1.33	0.252	-0.248	99	0.804	-0.03627	0.14595	-0.32587	0.25333
	Equal variances not assumed			-0.236	49.126	0.814	-0.03627	0.15344	-0.34461	0.27207
Promotion	Equal variances assumed	1.737	0.191	0.312	99	0.756	0.05047	0.16178	-0.27054	0.37148
	Equal variances not assumed			0.282	44.42	0.78	0.05047	0.17926	-0.3107	0.41164
Place	Equal variances assumed	1.025	0.314	1.01	99	0.315	0.17465	0.17298	-0.16857	0.51787
	Equal variances not assumed			1.092	65.816	0.279	0.17465	0.15987	-0.14457	0.49386

4.3 ANOVA analysis

In Table 3 the Significant difference was not observed on the dimension of “Perception of students regarding online promotion” ($p>0.05$) between age groups 18-21, 22-24 and 25 and above. Sum of Squares (Between groups= .190) and (Within Groups (54.509) Thus, Null Hypothesis is accepted.

Table 3. Promotion across age

promotion	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	0.19	2	0.095	0.17	0.84
Within Groups	54.509	98	0.556		
Total	54.699	100			

4.4 Correlation Analysis

Table (4) shows that price has a correlation with all the dimensions of the study which means that there is a high

relationship between price and product, place and promotion with value less than 0.05. Table (4) shows that product has a correlation with all the dimensions of the study which means that there is a high relationship between product and price, place and promotion with value less than 0.05. Table (4) shows that promotion has a high correlation with all the dimensions of the study which means that there is a high relationship between promotion and product, place and price with value less than 0.05. Table (4) shows that place has a correlation with all the dimensions of the study which means that there is a high relationship between place and product, price and promotion with value less than 0.05. So the study accepted all the hypothesis regarding the relationship between the dimensions, hence they are accepted.

Table 4. Correlation test

Variables		Product	Price	Place	Promotion
Product	Pearson Correlation	1			
	Sig. (2-tailed)				
Price	Pearson Correlation	.475**	1		
	Sig. (2-tailed)	0			
Place	Pearson Correlation	.504**	.453**	1	
	Sig. (2-tailed)	0	0		
Promotion	Pearson Correlation	.387**	.274**	.396**	1
	Sig. (2-tailed)	0	0.006	0	

5. CONCLUSION

The results of the test statistics reveal that for both the demographics of male and female as well as on each of the four dimensions of student's perception, all the hypotheses were accepted. In the results of Correlation Analysis, all the hypotheses are accepted. The findings show that no significant difference was found between the male and female students regarding their perception online product, price, place and promotion. It shows that E-commerce has

made a balanced impact covering both the genders of the society.

The key findings of the study show that the four mixes of marketing that is Product, price, place and promotion are significantly positively correlated to each other. This may be because all of the four mixes aim towards better marketing strategies for customer satisfaction. Moreover their characteristics are also complementary with respect to one another.

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