

# CONSUMER PERCEPTION ON PURCHASE OF WOMEN'S APPAREL THROUGH ONLINE RETAIL SHOPS-A STUDY

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Attracting, retaining and satisfying female customers' remains limited, despite the growth in application of technology-based online retail services. The present study focuses on factors that influence the perception of women towards buying apparels online. Insights are provided into female shoppers' expectations with respect to online shopping. The sample of 200 women online shoppers was collected from Hyderabad city and factor analysis was done. Comfortable buying online through round the clock purchase option, Convenient and able to save the time through online purchase, price discounts Trust the online shopping platform and easy and faster option to do online shopping, option to choose the multiple brands of apparels, easy mode of payment facilities and availability of Quality apparel according to latest fashion are some of the major factors that influence the perception of women in buying apparel from online retail outlets. The findings of this paper benefit online retailers, marketing managers, policymakers and academicians.

**Keywords:** customers, women, perception, apparels, online retail outlets

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## I.INTRODUCTION

Women consumers are more active in shopping from online retail websites. It's a challenge in understanding perception of the women consumer's towards buying apparel online. It becomes necessary for the marketers in understanding the tastes and preferences of the women shoppers of apparels so as to bring customer loyalty and to gain the competitive edge over others. Therefore, the focus of this study is mainly on factors that influence female consumers to shopping apparel online. Online retailing is very different from the store formats of retailing. The research made an attempt to find out the triggers that influence women buyer's perception towards buying apparels from online retailers. Online retailers must take this into consideration while designing their user interface.

## II.STATEMENT OF THE PROBLEM

The e-commerce sector has seen a boom in the Asian region in the recent years. India, the south Asian country, had the fastest growing online retail market in 2019. The number of digital buyers across the country was estimated to be approximately 330 billion in 2020. The figure suggests that almost 71 percent of internet users in the region will have purchased products online for the mentioned time period. The purchase pattern of women through online is also increasing day by day and is more aware of online marketing and the tools .So the study is intended to identify the perception of women consumers in Hyderabad towards buying apparels through online retailers, So that marketers can develop the strategies for filling the online market for women consumers.

### **III.OBJECTIVES OF THE STUDY**

To study the factors that influences the women consumer perception towards purchase of apparels.

### **Hypothesis**

**Ho:** There is no significant relationship between factors influencing consumer perception and purchase of apparels.

### **IV.LITERATURE REVIEW**

Wen Gong, Lynda M. Maddox, Rodney L. Stump (2012) were of the view that online shoppers become progressively global and multicultural, more cross- cultural so the research to be done on this diffusion to better understand online consumers' purchase behavior. The Internet user base is growing rapidly in India and it is inspiring to see that women user base is also increasing rapidly (Jain, 2014). Nahla Khalil (2014) in his study found that online shopping is ideal for many people with disabilities, with children, people with hectic schedules and people those do not have time and energy to walk around the mall. Kuppuraj P (2014) studied that online shopping has become a significant part of our life and as a result of the growing internet and our busy schedule online shopping helps to make the shopping faster, easier, safer and less costly shopping and the greater advantage of online shopping is it saves time and also offers wide range of apparels with the best offer. Vipin Kumar, Kadambini Kumari (2014) found that Indian consumers are not price-based, shopping orientations and web site dimensionality consumer conceptualizations of shopping are the factors to be studied to understand the Indian consumers' perceptions of the marketplace change with market development. Lim Ying San (2015) was of the view that service quality dimensions, reliable and prompt responses, ease of use and access had created significant impacts on customers' perceived online shopping service quality and there is a relationship between customers' perceived online shopping service quality and online customers' satisfaction. Singh (2016) observed that mostly youngsters and youth generation (18-25 age group) are very much interested in online shopping because they know usage of technology.

### **V.METHODOLOGY:**

200 women consumers have been studied. The responses from these consumers were collected in the form of well-structured questionnaire and personal interviews were conducted to get their opinions.

### **VI.DATA ANALYSIS:**

Factors responsible for purchase of apparel by women consumers from online retail portal were analyzed using Factor Analysis

### **FACTOR ANALYSIS**

The adequacy of the sample used in the study is evaluated on the basis of the

results of Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy and Bartlett’s test of sphericity (homogeneity of variance) is given in Table 1.1  
 A value of .6 is a suggested minimum. In the analysis, the Bartlett’s test of sphericity was significant with p-values less than .05 and the KMO statistic was above .60. The Bartlett’s Test of Sphericity gives a higher Chi-square value of 1413.960, indicating that the sample included in the study is statistically found to be adequate. Bartlett’s test of sphericity is significant ( $p < 0.001$ ), thus, the hypothesis that the intercorrelation matrix involving these eighteen variables is an identity matrix is rejected. Thus, from the perspective of Bartlett's test, factor analysis is feasible.

**Table 1.1:** KMO and Bartlett’s Test of Sample adequacy

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.624
Bartlett's Test of Sphericity	Approx. Chi-Square	1413.960
	Df	153
	Sig.	.000

As Bartlett's test is almost always significant, a more discriminating index of factor analyzability is the KMO. As shown in table 4.1, the KMO measure of the sample adequacy has a value of 0.624 which is adequate, so the KMO also supports factor analysis. Principal components analysis was used for factors extraction. Table 1.2 presents the communalities for factor analysis.

**Table 1. 2:** Communalities for factor analysis

	Initial	Extraction
1. Comfortable buying online through round the clock purchase option	1.000	.733
2. convenient and able to save the time through online purchase	1.000	.569
3. Prefer the price discounts of online Shopping	1.000	.577
4. Trust the online shopping platform	1.000	.667
5. It is easy and faster option to do online shopping	1.000	.697
6. Have the option to chose the multiple brands	1.000	.677

7. Enjoy the availability of variety of apparels	1.000	.637
8. Prefer the mode of payment facilities of online shopping	1.000	.663
9. Visit any retail out before making an online purchase	1.000	.622
10. Periodic review about online shopping is available	1.000	.531
11. Has the option to check the product rating	1.000	.552
12. Availability of Quality apparel according to latest fashion.	1.000	.697
13. Get information about buying apparels online from colleagues / friends /family members	1.000	.727
14. Sometimes get advice from offline store for assurance	1.000	.677
15. Prefer online shopping for flexible return policy	1.000	.667
16. comfortable with online purchase because of the data security	1.000	.713
17. feel secured with online purchase because of the completeness of transaction	1.000	.659
18. feel secured because the credit cards are accepted for the transaction	1.000	.572

Table 1.3 shows the total variance explained. The extracted constructs explains the opinion of the women consumers buying from online retail portals to the extent of 64.64 per cent. Factor analysis of eighteen variables relating to the consumer perceptions is extracted into seven constructs and the results are presented. If the actual eigen values from the principal component analysis from the actual data are greater than the eigen values from the random data, the factor is retained. The results are reported in table below.

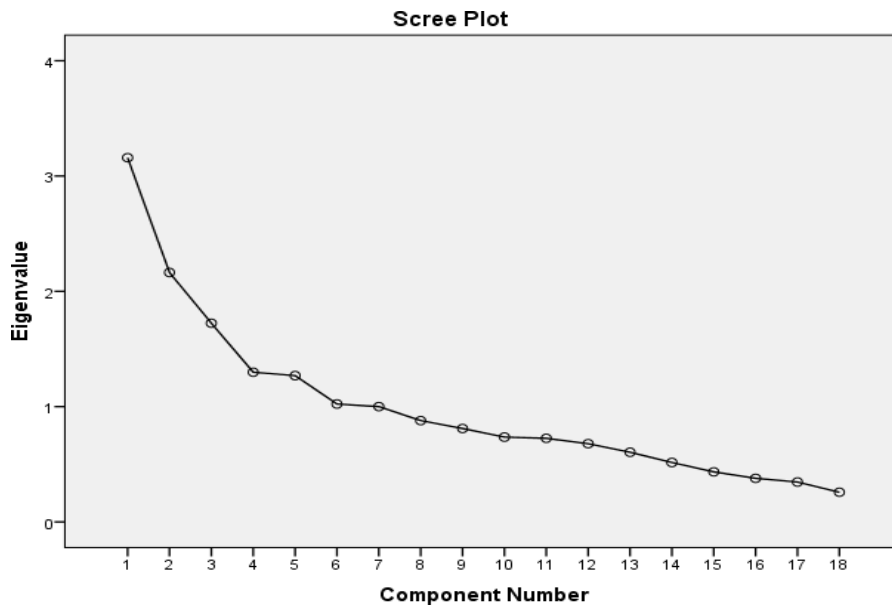
**Table 1.3:** Total Variance Explained for factor analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.159	17.550	17.550	3.159	17.550	17.550
2	2.163	12.017	29.567	2.163	12.017	29.567
3	1.724	9.575	39.142	1.724	9.575	39.142
4	1.299	7.215	46.356	1.299	7.215	46.356
5	1.269	7.049	53.406	1.269	7.049	53.406
6	1.023	5.681	59.087	1.023	5.681	59.087
7	1.000	5.557	64.644	1.000	5.557	64.644
8	.879	4.883	69.527			
9	.810	4.500	74.027			
10	.736	4.087	78.114			
11	.726	4.031	82.145			
12	.678	3.769	85.914			
13	.604	3.357	89.271			
14	.515	2.864	92.134			
15	.434	2.412	94.547			
16	.378	2.102	96.649			
17	.346	1.921	98.570			
18	.257	1.430	100.000			

Extraction Method: Principal Component Analysis.

The scree plot is the diagrammatic representation of the total variance explained based on the variance in the Eigen values of the eighteen components using principal component analysis. This chart states that the high influence of one factor based on their Eigen values (greater than one). Scree test, which is focused on retaining the factors before the break, was performed and the results are reported in the below figure.

**Fig 1.1:** Scree Plot of factors influencing purchase of women apparel



The results of the Monte Carlo parallel analysis yielded five-factors. The extraction converged after 9 iterations, and explained a total of 53.4% of variance.

**Table 1.4:** Total Variance Explained after varimax rotation for factor analysis

1 Compon ent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.159	17.550	17.550	3.159	17.550	17.550	2.502	13.902	13.902
2	2.163	12.017	29.567	2.163	12.017	29.567	2.255	12.528	26.431
3	1.724	9.575	39.142	1.724	9.575	39.142	2.147	11.928	38.358
4	1.299	7.215	46.356	1.299	7.215	46.356	1.386	7.701	46.059
5	1.269	7.049	53.406	1.269	7.049	53.406	1.322	7.346	53.406
6	1.023	5.681	59.087						
7	1.000	5.557	64.644						

	0								
8	.879	4.883	69.527						
9	.810	4.500	74.027						
10	.736	4.087	78.114						
11	.726	4.031	82.145						
12	.678	3.769	85.914						
13	.604	3.357	89.271						
14	.515	2.864	92.134						
15	.434	2.412	94.547						
16	.378	2.102	96.649						
17	.346	1.921	98.570						
18	.257	1.430	100.000						

Extraction Method: Principal Component Analysis.

**Table 1.5:** Rotated Component Matrix

	Component				
	1	2	3	4	5
Comfortable buying online through round the clock purchase option	.744				
convenient and able to save the time through online purchase	.704				
Prefer the price discounts of online Shopping	.693				
Trust the online shopping platform	.639			.393	
It is easy and faster option to do online shopping	.595				.330
Have the option to chose the multiple brands		.756			
Enjoy the availability of variety of apparels		.690			
Prefer the mode of payment facilities of online shopping	.383	.652			
Visit any retail out before making an online purchase		.592			

Periodic review about online shopping is available			.723		
Has the option to check the product rating			.698		
Availability of quality apparel according to latest fashion.			.670	.332	
Get information about buying apparels online from colleagues / friends /family members			.521		.320
Sometimes get advice from offline store for assurance			.510		.310
Prefer online shopping for flexible return policy				.738	
comfortable with online purchase because of the data security			.347	.614	
Feel secured with online purchase because of the completeness of transaction					.741
Feel secured because the credit cards are accepted for the transaction	.342	.424			.584

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

Table 1.5 reports the rotated component matrix with item/factor correlations for this five-factor analysis solution. A total of 18 items, forming five components (factors), were thereby identified. Each item had a minimum item/factor loading of 0.5, which was deemed to be adequate.



**Table 1.6** Exploratory factor analysis

<b>Variables</b>	<b>Factor Loading</b>
<b>Factor 1-</b> ( $\alpha =0.748$ )	
Comfortable buying online through round the clock purchase option	.744
convenient and able to save the time through online purchase	.704
Prefer the price discounts of online Shopping	.693
Trust the online shopping platform	.639
It is easy and faster option to do online shopping	.595
% of Variance	13.90
<b>Factor 2-</b> ( $\alpha =0.611$ )	
Have the option to chose the multiple brands	.756
Enjoy the availability of variety of apparels	.690
Prefer the mode of payment facilities of online shopping	.652
Visit any retail out before making an online purchase	.592
% of Variance	12.528
<b>Factor 3-</b> ( $\alpha = .820$ )	
Periodic review about online shopping is available	.723
Has the option to check the product rating	.698
Availability of Quality apparel according to latest fashion .	.670
Get information about buying apparels online from colleagues / friends /family members	.521
Sometimes get advice from offline store for assurance	.510
% of Variance	11.928
<b>Factor 4-</b> ( $\alpha = .642$ )	
Prefer online shopping for flexible return policy	.738
comfortable with online purchase because of the	.614

data security	
% of Variance	7.701
<b>Factor 5- (<math>\alpha = .631</math> )</b>	
Feel secured with online purchase because of the completeness of transaction	.741
Feel secured because the credit cards are accepted for the transaction	.584
% of Variance	7.346

**VII.FINDINGS**

1. The Bartlett’s Test of Sphericity gives a higher Chi-square value of 1413.960, indicating that the sample included in the study is statistically found to be adequate.
2. The KMO measure of the sample adequacy has a value of 0.624 which is adequate, so the KMO also supports factor analysis. Principal components analysis was used for factors extraction.
3. The Factor 1 has 5 variables they are Comfortable buying online through round the clock purchase option, Convenient and able to save the time through online purchase, Prefer the price discounts of online Shopping, Trust the online shopping platform and easy and faster option to do online shopping
4. The Factor 2 has 4 variables they are Have the option to choose the multiple brands of apparels, Enjoy the availability of variety of apparels, prefer the mode of payment facilities of online shopping and Visiting any retail out before making an online purchase that exhibited 12.528% variance
5. The Factor 3 has four variables that is Periodic review about online shopping is available, Has the option to check the product rating, Availability of Quality apparel according to latest fashion , Getting information about buying apparels online from colleagues / friends /family members, getting advice from offline store for assurance that explains 11.928% of variance.
6. The Factor 4 has two variables that is Prefer online shopping for flexible return policy and comfortable with online purchase because of the data security that showed 7.701% variance respectively.
7. The Factor 5 has two variables that is Secured with online purchase because of the completeness of transaction and the credit cards are accepted for the transaction that showed 7.346% of variance.

## VIII.RECCOMENDATIONS:

1. It is recommended to the online retailers that the price of the women apparels can be fixed according to the quality and comfort of the product.
2. More variety of apparels with innovative designs, shades must be kept on displayed. It is also recommended that the online retailers must tie up with more and more brands selling women apparels in order to give the women consumers a wider choice.
3. Retailers must create a dynamic, easy-to-navigate mobile-first website that allows consumers to easily find items and check out.

## IX.CONCLUSION

In these recent times, there is lot of variety of apparel brands available for women online buying from online retailers .The study reveals that most of the women prefer to use many factors are involved in the female buying behavior towards branded apparels such as ease of purchase, safety options, availability of multiple brands of apparels, secure payment mode and have a choice to choose their design, size and colours. The preference of women buyers changes day by day due to change in fashion so the online retailers must keep in mind the tastes and perception of women buyers and must bring more variety of innovative apparels in its portfolio and must tie up with more manufacturers for meeting their expectations.

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