

# Exploring Customer Buying Perception: An In-depth Evaluation of Online Shopping of Casual Wear in Ghaziabad City

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## Abstract

**Background** In India, the apparel segment is growing expeditiously. Concurrently, the number of internet vendees is also rising caused by copious grounds as the opportunity to use web easily, appropriateness, fittingness, functionality, facilities, shipment, dispatch amenity and so on. There is countless E-commerce medium that provide large number of Apparel brands both National & International. This is the reason buyers are observing internet purchasing websites rather than conventional outlets.

**Purpose** The conception of this research is to directly understand the shopper's buying perception towards internet shopping of casual wear in Ghaziabad City. For that reason, it is necessary to find out the socio-economic profile of vendees, & buying pattern of online casual wear buyers. Some determined internet mediums like Facebook, Instagram, Bloggers, Snapchat, Online stores, Pinterest have been considered in this research.

**Methods** For this investigation convenience Sampling Method was applied to acquire the data. The sample size was determined 540 out of these only 500 participants responded. The data was acquired via an online survey form through online. Collected data was evaluated using SPSS version 27. The approaches were used descriptive & Chi-square technique.

**Conclusion** The findings asserted that promotion via internet or websites affects the most to purchasing online of casual wear. The results advised that online firms should attention on digital platforms more for promoting casual wear; as shoppers are more influenced to digital media these days.

**Keywords:** online purchasing, Internet preference, Digital medium, casual wear, Apparel.

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## INTRODUCTION

**E**-trade has become essential element in the new media age. E-commerce has reorganized the Indian purchasing pattern. With over 14 million Indian purchasers bought online for apparel items other than cosmetics, electronics, this segment is going advance (AHMAD, 2018; Selvakumar et al., 2017). Shopping for casual wears online is trendy model of business that has affected sellers today and has established to raise speedily. Many traders who sell product online are especially suitable to advertise their products via Internet like YouTube, Instagram, etc to promote their items (Hirst & Omar, 2007).. Digital purchasing intention explains to the process of purchasing article or items via the web. Internet buying is associated to the elements like individual characteristics, vendor/business, product features, website appearance, etc (Goswami & Khan, 2015).. web buying products are purchased to acquire some response to the existing queries and to complete the requirement as a whole (Kim et al., 2006)..

## BUYING INTENTION

Buying conduct is fixated on every shopper's readiness to collect an article or product. This is the combination of insightful, responsiveness, congenital, and rational perception to the possession, purchasing, or making use of the product,

unquestionable fashion. The inception is uncomplicated, yet in reality, it is not as fixed as it determines (Ahuja et al., 2003).. Conduct may not be ascribed to agreeing or not agreeing in retaliation to the query of someone's plans to buy casual wear. Casual wear is used to sharpen the look of individual. In the current scenario, the Indian Apparel industry has a magnificent potential because of enlarging shopper's requirement in their image. Apparel products are grouped like sportswear, Ethnic wear, Formal wear, Casual wear etc (Cummins et al., 2014).

## STATEMENT OF THE PROBLEM

The modern Aeron of the internet platform has licensed vendees to buy several varieties of items form internet traders. Digital medium offers advantage for buyers and traders accordingly giving a productive pattern for traders to prevail their expected people. While purchasing apparel on web, shoppers normally anticipated to unusual feature of service since it is more appropriate to differentiate the amount of the Apparel on the web. As a means to boost the strength of outlets, considerable understanding of web purchasing design and element that affect shoppers to buy casual wear through the web will be given inclination. The main reason why online purchase potent are of substantial value for a firm is because it is a powerful seer of true buying conduct.

## LITERATURE REVIEW

Table 1 :

S. N	Authors & year of study	Objectives Of the study	Research Methodology	Major Findings
1	Ronald E. Goldsmith (2002)	The conception of the study was to explore the buying conduct of the shoppers.	Principal component analysis, Regression analysis, Factor analysis, cross tabulation, T-Test were applied.	The findings revealed that the internet shoppers use web for many hours, interested in virtual purchasing of casual wear.
2	Minjeomg Kim, Jung-Hwan Kim (2006)	To determine the internet service attributes that authorizes structured & fruitful purchasing	Descriptive statistics was used.	The results asserted that virtual trader offers less internet service properties.
3	Alan Hirst & Ogenyi Omar (2007)	Explore the women perspective regarding Apparel purchasing through web.	Factor analysis, T-Test, F-Test technique was used to evaluate the statics.	Results explain that women who earns more are more inclined to buy clothes online. And women's viewpoint towards purchasing casual wear online were found to be very positive.
4	Kelly O. Cowart & Ronald e. Goldsmith (2007)	The conception of this research was to understand the vendees' attributes associated with virtual apparel	Convenient sampling and Cronbach Alpha was used.	Findings asserted those participants brings considerable variation in their socio-economic profiles & their conduct was different regarding

		buying.		casual wear purchasing.
5	<b>Zuroni Md Jusoh (2012)</b>	Determine the viewpoint of shoppers regarding online purchasing of Apparel.	SPSS was the tool to evaluate the facts & percentage, frequency, mean, correlation, one-way anova was used as an approach.	Findings concluded that many populations have ordinary level of perception and buying conduct regarding virtual buying.
6	<b>P.B. Reddy, Rajendra Gujetya (2013)</b>		Descriptive statistics, percentage, T-Test were used in this research.	Findings concluded that ranking of online buying target was appropriate utmost & direction of viewpoint towards virtual buying was positive. And a believable website design and engrossing buying proceed between the Apparel classifications.
7	<b>Chandra Kumar, Garima Mathur (2019)</b>	Provide a adequate guidance for expanding buyers satisfaction via online buying of casual apparel.	Descriptive, Chi - square approach were used to evaluate the facts.	Findings showed that there was a unwillingness caused by privacy concern. It was noticed that belief in a particular site was a main element in most casual wear purchase being made online.
8	<b>Sanjay Akram Jadhav (2020)</b>	Explore the intention of peoples on web purchasing of	Cluster sampling and random sampling, descriptive &	Findings pointed out that women are more attracted to the clothes images seen on websites

		women’s casual apparels.	exploratory, Anova were used.	and online platforms and due to this attraction, they do a lot of online buying.
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**RESEARCH METHODOLOGY**

1. **RESEARCH PATTERN** This survey has used descriptive research approach. The researchers applied convenience sampling design for this research to acquire necessary details through a survey form. The community is those vendees who shop casual wear via Digital platform. The survey form was shared out online through google mode. The sample proportions for this survey were 540, out of which only 500 people filled the form. Secondary data was also used for this research, which researchers obtained from various sites, unpublished papers, journals etc.
2. **STATISTICAL TOOL** In this investigation, after acquiring the facts a statistical Tool was used to evaluate the statics, which was SPSS version 27. The methods applied by the researcher to explain the facts are Descriptive Method & Chi-square.

**3. QUESTIONS OF RESEARCH**

1. How famous are online platform to purchase casual wear?
2. Which social media platform influence buyers’ decision in purchase?

**4. OBJECTIVES**

There are three objectives for conducting this study which are like this:

1. To analyze the Demographic Attributes of online shoppers of casual wear.
2. To assess the most preferred casual wear bought online.
3. To ascertain the change in purchasing intention due to social media.

**5. HYPOTHESIS**

H01: There is no impact of age on the selection of social media sites to purchase casual Apparel.

**DATA ANALYSIS & INTERPRETATION**

**Table 2: Frequency distribution of the respondents & their demographic characteristics**

<b>Variables</b>	<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Gender</b>	Male	243	48.6
	Female	257	51.4
<b>Age</b>	Below 20	74	14.8
	21-30	165	33
	31-40	132	26.4
	41-50	103	20.6
	Above 50	26	5.2

<b>Academic status</b>	Intermediate	68	13.6
	Graduate	178	35.6
	Post graduate	206	41.2
	PHD	4	.8
	Others	44	8.8
<b>Family Income</b>	Below 300000	14	2.8
	300000-500000	43	8.6
	500000-700000	164	32.8
	700000-1000000	168	33.6
	Above 1000000	111	22.2
<b>Frequency of Buying casual wear</b>	Weekly	19	3.8
	Monthly	79	15.8
	Bulk purchases	117	23.4
	Offers	196	39.2
	Depends on need	66	13.2
	Sometimes only	23	4.6
<b>Online Platform</b>	Social Media	65	13
	Website	179	35.8
	Fashion App	216	43.2
	Retail shops	40	8
<b>Social Media Website</b>	Facebook	47	9.4
	Instagram	96	19.2
	Bloggers	178	35.6
	Snapchat	36	7.2
	Online stores	128	25.6
	Pinterest	15	3

### INTERPRETATION

In the table presented above, this is obvious that out of 500 respondents, 51.4% (257) were female customers, while 48.6% (243) were male customers. Female buyers were more inclined to shop than male. The table defines that, people in the age group

of 20 or less were 14.8%, while 33% participants belong to the group of 21-30, 31-40 were 26.4%, while 41-50 were 20.6% & above 50 were 5.2%.

The table revealed that out of total 500 respondents, 13.6% belong to intermediate & the number of graduate people were 35.6%, post graduate was

41.2%, PHD were .8%, others were 8.8%. it is observed that persons whose earning was less than 300000 were not so much interested in online shopping the figure was 2.8%, the figure of persons earning 300000-500000 were 43 (8.6%), 500000-700000 were 164 (32.8%).

It was observed that people who were earning 700000-1000000 were keener to shop online 33.6%. In the data mentioned above clarifies that number of participants who bought from social media was 13.0%, and the number of

participants who bought from website was 179 only. Most of the buyers shopped from the fashion App 43.2%, the least number of people shopped in traditional way 8% (40) only.

It is revealed from the table that out of 500 peoples who shopped weekly was only 19 (3.8%), followed by monthly 79 (15.8%), followed by bulk purchases 117 (23.4%), followed by discount 196 (39.2%), followed by depend on when need arise 66 (13.2%), followed by sometimes only 23 (4.6%).

**Table 3: Type of Casual Wear preferred by Respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dress Shirt	17	3.4	3.4	3.4
	T-shirt/ Shirt	59	11.8	11.8	15.2
	Jeans	126	25.2	25.2	40.4
	suit	127	25.4	25.4	65.8
	<b>Kurta/Kurtis</b>	<b>128</b>	<b>25.6</b>	<b>25.6</b>	<b>91.4</b>
	Smart casual	36	7.2	7.2	98.6
	leggings	7	1.4	1.4	100.0
	Total	500	100.0	100.0	

**Table 4: Finding Inspiration regarding what Casual wear to buy**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online apparel shops	128	25.6	25.6	25.6
	Colleagues	56	11.2	11.2	36.8
	<b>Social media</b>	<b>194</b>	<b>38.8</b>	<b>38.8</b>	<b>75.6</b>
	Friends	101	20.2	20.2	95.8
	Family	21	4.2	4.2	100.0
	Total	500	100.0	100.0	

**INTERPRETATION**

In the data it is obvious that kurta/Kurtis attracts more consumers to shop online the number of those participants were 128, apart from this jeans & suit also made their place in the hearts of the consumers and these were also the segments which attracted the consumers to shopping virtually of casual wear.

In this particular table the data described that among 500 participants, number of persons who bought from online apparel shops was 25.6% (128), followed by Colleagues was 11.2% (56), followed by social media 38.8% (194), followed by Friends was 20.2% (101), followed by Family was 21 (4.2%).

**Table 5: Age and what social media website impact your purchasing motives?**

Count								Total
		Facebook	Instagram	bloggers/ Fashion Influencers	Snapchat	Online stores	Pinterest	
Age	below 20	24	21	19	2	7	1	74
	21-30	12	42	59	8	39	5	165
	31-40	2	21	55	18	31	5	132
	41-50	7	11	36	6	41	2	103
	above 50	2	1	9	2	10	2	26
Total		47	96	178	36	128	15	500

**Table 6: Chi-Square Test**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	102.249 a	20	.000
Likelihood Ratio	92.467	20	.000
Linear-by-Linear Association	44.817	1	.000
N of Valid Cases	500		
a. 8 cells (26.7%) have expected count less than 5. The minimum expected count is .78.			



## Interpretation

HO: There is no influence of age on the social media websites which impact purchasing motives.

The significant value is less than .05. Hence, we reject the null hypothesis. We conclude that there is influence of age on the sites which influence purchasing motives.

## FINDINGS

After acquiring and evaluating the facts and figure, the researchers asserted that population between the age range of 21-30 are the most interested community of internet purchasing of casual wear (33%). Women shoppers were 51.4% & men shoppers were 48.6%. research showed that most of the participants with intermediate 13.6%, graduate 35.6%, post graduate 41.2%, PhD .8%, others 8.8%. it also revealed that females are interested much in shopping of casual wear via web. The average income of those participants who were attracted in buying casual wear online were annual income 7 lakh- 10 lakh.

Findings describes that only 9.4% of people were attracted by the advertisement related to apparel coming on Facebook. The number of people being influenced by Instagram was a bit high 19.2%, most of the participants were attracted by influencers 35.6%, fewer people were impressed by snapchat 7.2%, online stores also influenced more people to make purchases, and the number of such people was 128 (25.6%), there were very few people using Pinterest.

## SUGGESTIONS FOR FURTHER STUDIES

This survey underlined the customer buying perception approaching online purchasing of Casual wear. Hereafter research can priorities on other aspects as shoppers' satisfaction, pre- buying conduct of shoppers, so forth. Future studies can emphasise on the affect of Online purchasing on customary purchasing & the viability of

conventional stores of casual wear. This research has been completed on casual wear. The remaining research can also be done on Sportswear, Formalwear, Ethnic wear, and many other types of Apparel. This research is related to Ghaziabad city only. Other researchers may also conduct research on casual wear in other areas.

## CONCLUSION

With the meteoric germination of artificial intelligence & information retrieval, there is a transition in orthodox chain store to proceed internet stores of casual wear. Internet buying has revolved into one of the most appropriate manners to acquire desired product & item. The subsist outlet store necessity to welcome trends of shopper's requirement, viewpoints, wishes, and conduct. The conventional viewpoints regarding shopping have been improved a& the sellers can no longer appraise proficiently unless they do not confirm their trade using online medium. However, internet platform of purchasing casual wear can not fully remove the conventional stores, it describes a trendy panorama to purchasing and is never insignificant.

This work made an effort to evaluate the socio-economic profile of online casual wear shoppers in the Ghaziabad City & the variables that influence the viewpoint of vendees regarding digital purchasing of casual wear. Openly speaking, it can be ended that the modern level of execution prevailing among the vendees in the Ghaziabad city concerning web purchasing of casual wear can be enlarged surely by expanding awareness regarding the significance of casual wear usage and the advantage of internet shopping of Casual wear products.

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