

Customer Perception on Online Apparel Stores In Chennai

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ABSTRACT:

Online shopping has made shopping easier and interesting and more and more exciting recently in the minds of Indian customers. They surf, compare prices, quality, brand and select based on their preferences and order things on their own within no matter of time. This paper discusses the aspects of online shopping and the perception of customers on online apparel stores it has from the customers at Chennai city in India the Primary data contains information gathered from sample size of 106 respondents residing in Chennai, Tamil Nadu through Google forms through social networking sites.

KEYWORDS:

Online shopping, customers, online advertising, search engine marketing, E- commerce, coupons, gift cards,

ABBREVIATIONS:

SEO- search engine optimization, E commerce- Electronic commerce.

INTRODUCTION:

The effect of e-commerce appears to play a vital role in every field in existence; E business is trending among customers as they could connect nationally or internationally with buyers and sellers 24x7. It has reduced the cost incurred by customers travelling from one place to another and more over saves time and energy. Devendra et.al. (2012) defined “E- commerce consists of buying and selling of products or services over electronic system such as internet and other computer networks. Search engine marketing is one of the main sources for online marketing and advertising. Internet marketing refers to the art of selling products and services in virtual markets with the help of digitalized media. Customers shop various products online, electronics, households and even apparels. This study is conducted to obtain customer perception on online purchase of clothes.

NEED FOR STUDY:

Gaining importance on online shopping and the need for marketers to survive on the trending online shopping era, they provoke the customers to purchase online by various means of marketing communication tools, like online advertising, sending coupons, vouchers and unasked offers, gift cards etc.it has also become essential to analyze the positive and negative impacts caused by online shopping on customers. This study analyses the perception of customers in Chennai city towards online apparel shopping.

PROBLEM STATEMENT:

Decline in traditional sales method and increase in online shopping methods has given rise to many favorable and unfavorable marketing conditions. To learn the current perception towards online marketing of the customers it is therefore necessary to identify the positive attributes that cause the customers to shop clothes online and there on to indentify how customers are attracted to it and to identify the favorable impacts on customers and give a clear picture of future of online shopping.

OBJECTIVES:

- To study the customer perception level on online shopping towards apparels in Chennai city.
- To analyze the factors influencing of online shopping on customers

LITERATURE REVIEW:

Dr. G. K. Deshmukh Dr. Sanskrity Joseph (2016) Online Shopping In India: An Enquiry of Consumers World states the important factors that influence online shopping through a empirical study of 100 online shoppers to identify their online shopping behavior using Structural equation modeling ,and The major finding of the study indicates that demographic profile of customers, type of products to be purchased, seller of the product online , and the characteristics of online shopping website proved to have positive impact on online shopping behavior of the customers in India.

Muhammad Umar Sultan and MD Nasir Uddin (2011) studied the customer attitude towards online shopping in Gotland and the major factors were Convenience, Time Saving ,Website Design, Security Questionnaires were distributed both by online and by hand to 100 respondents and the findings reveal that the most influencing and attractive factor among four factors is website design/features, following convenience that is second most influencing factor , time saving and security are considered next to the above factors.

The table1. Shows the global markets with the highest online shopping penetration rate as of the second quarter of 2017.

Countries	Share Of Population
China	83%
South Korea	83%
UK	82%
Germany	81%
Indonesia	79%
USA	77%

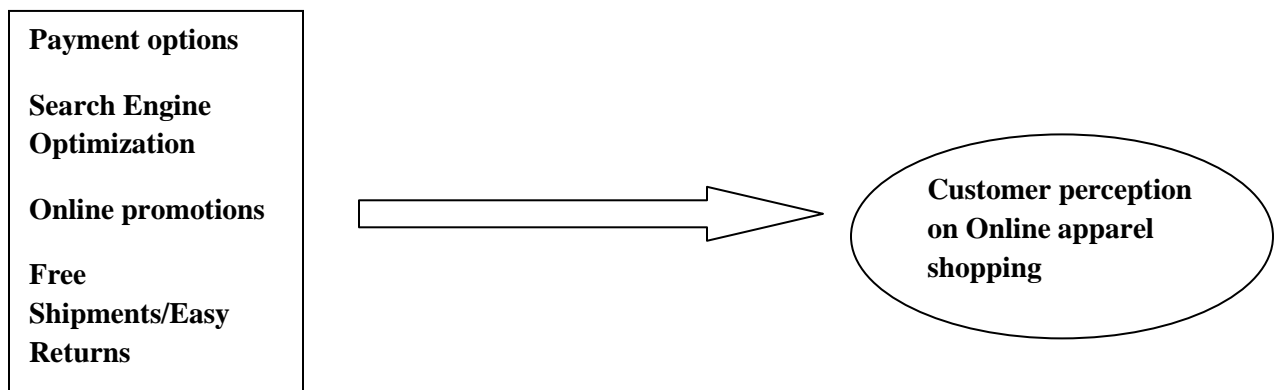
India	77%
Poland	75%

Source: www.statista.com.

From the above statistics we can see that India has 77% of online penetration among its customers and the major factors leading to the influence is described by Dr. G. K. Deshmukh (2016) in the Online Shopping In India: An Enquiry of Consumers World are the striving factors found essential for the customers to gain interest in online shopping and its positive influence on the customers.

THEORETICAL FRAMEWORK:

The factors contributing to the increase in online shopping can be represented as the following



RESEARCH DESIGN AND METHODOLOGY:

The sources of data used in this article are both primary and secondary data. Descriptive research is used for this research. The Primary data was gathered from sample size of 106 respondents from Chennai, Tamil Nadu through Google forms, in social networking sites. The major respondents were the people who are working professional and tech savvy and are fond of online shopping. The other subsidiary parameters of interest are the female respondents who have online shopping experience. The sampling technique used for the research is convenience technique. Independent sample t test and chi square were adopted as analysis tool for the study.

S.No.	Particulars	Percentage
1.	AGE:	
	18-25 years	45
	26-30 years	31
	Above 30 years	24
2.	GENDER	
	Male	44
	Female	56
3.	OCCUPATION:	
	Business	21
	Employee	69
	Not employed	10

DATA ANALYSIS
Table 2. Demography
Analysis:

(Source: Primary data)

From the percentage analysis the major findings show that 45% of the online apparel shoppers are of age category 26-30, and 56% of the respondents are female and 69% of the respondents belong to employee category.

Independent sample t test for significant difference between Gender with respect to the factors of the consumer satisfaction

Null Hypothesis: There is no significant difference between gender with respect to the factors of consumer satisfaction.

Table 3.

S.No.	Particulars	t value	p value
1.	User friendly	1.922	0.044
2.	Free Shipments	0.550	0.014
3.	Payment Options	1.452	1.768
4.	Search Option	0.173	0.755
5.	Login facility	0.578	0.221

(Source: Primary data)

From the above table, it is inferred that the above factors of consumer satisfaction are having the p value greater than 0.05, so alternative hypothesis is rejected at 5% level of significance. Hence it is concluded that there is no significant difference between genders with respect to perception of consumer satisfaction towards online apparel stores.

Chi-square test to study the association among age and interest to buy clothes online

Age	Interest to buy clothes online			Total	value	P value
	Sure	may be	never			
18-25 years	26	13	15	54	3.111	0.000
26-30 years	21	6	6	33		
Above 30 years	8	4	7	19		
Total	55	23	28	106		

(Source: Primary data)

From the above table 3, (p value is <0.05) therefore the null hypothesis is rejected and. Hence it is concluded that there is association between age and interest to buy clothes online

SUGGESTIONS:

The apparel industry is the second largest industry flourishing online and hence the major suggestions are -

The marketers can use simpler and safer platform for the customer which in turn will help to increase its customers and retain them.

The marketers should constantly remind the customer about their product through promotional messages and hence will be able to sustain in the challenging market.

LIMITATIONS:

Almost every study has some limitations and so as in this study. The main limitation is that the study analyses the key factors influencing online shopping towards apparels in Chennai city only and also it does not explain the negative impacts to the customers caused due to online shopping.

CONCLUSION:

Online shopping is preferred by customers mainly due to the ease of use and “use it anywhere any time” from the theoretical framework we can identify the various essential factors influencing online shopping and from the secondary data available it is evident that online shopping will rule the market and there are chances for traditional marketing methods to decline gradually, until proper strategies are followed to save it.

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