

A study on customer Perception towards online shopping for branded clothes with specific reference to Chandrapur city

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ABSTRACT:

The Internet has changed the traditional way of customers shopping and buying goods and services. In this rapidly changing age and time, going digital is the new trend. Every brick-and-mortar shop is now trying to create its online presence to stay ahead of the competition. Consumers use the internet not only for online shopping, but also to compare prices, product features and after sale service facilities. Online shopping also known as e-shopping is a form of electronic Commerce which allows Consumers to directly buy goods or services from a seller over the Internet using a web browser. Customers are purchasing the goods and services online because it saves time, and more selection for goods is available as compared to offline shopping. And the most important thing, there is no need to go anywhere one can receive goods at his / her home. The main objective of this research study is to explore & investigate consumer perception towards online shopping for branded clothes. The present research paper has used the Quantitative method to study the consumer perception towards online shopping for branded clothes. The data was collected through Questionnaires. This research also aims to find out the key factors like age, gender, and various payment methods that affects the consumer behavior towards online shopping.

Keywords - online shopping, branded clothes, customer Perception

INTRODUCTION:

Online shopping refers to the shopping behavior of consumers in an online store or a website used for online purchasing purposes (Monuwe et al. 2004). Online shopping is the consumers shopping perception to shop online. The people who find it easy to use, useful and enjoyable can accept online shopping. Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs increasing market area and offering a wide range of products. Online shopping is the consumers shopping behavior to shop online. Not only in urban areas but also in villages, people love to shop online. enormous expansion of Internet in India, the people are taking interest

in online shopping. They can do online shopping while they are sitting in their homes and workplace, after getting good service response, quality of product, competitive price and on time delivery variety of ample of brands through online shopping, they always try to recommend their friends and family members for online shopping.

A brand is a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object identified, to the benefit of the brand's customers, its owners, and shareholders.

CUSTOMER PREFERENCE TOWARDS ONLINE SHOPPING FOR BRANDED CLOTHES:

Tremendously and largely expansion of Internet in India, the people are taking interest in online shopping for branded clothes. They can do online shopping while they are sitting in their homes and workplace, after getting good service response, quality of product, competitive price and on time delivery through online shopping, they always try to recommend their friends and family members for online shopping.

At present More and more customers are doing shopping online because variety of products, ease to return policy, availability of every brand with discounted price. The convenience of online shopping is the main attraction of customers. The unique online payment system offers easy and safe purchasing from other individuals. Various demographic factors like age, income, gender, education background also affect the customer's behavior. There are various online promotional tools which attract most of the customers to shop online. In the era of internet technology, wi-fi services and smart-phone gadgets provide so much facility for the consumers to do shopping from anywhere. Many retailers engage their customers in impulse behavior through the usage of visuals and information and through the usage of colored pictures and images of the entire product and offered discount on various products. In description of the entire product and service, online promotions can serve an excellent purpose.

LITERATURE REVIEW:

Kim and Park (1991) stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor

used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their online shopping Brassington & Pettitt (2000).

Wang and Emuian (2004) defined online shopping as buying stuff through the internet. The items are usually sent to the buyer's doorstep that you have purchased online.

Sharma and Mittal (2009) said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life, and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific products along with its allied services. Solomon, 1998 in his study Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires.

Syed Ahamed. S, Dr A. Ravi (2016) have concluded that Consumers shop for various reasons. Men prefer brands for various reasons especially for garments. They choose products by collecting information or an overview of the products according to the latest trends. Consumers differ according to their shopping frequency and buy the products which satisfy their needs. A brand is a perceived image that resides in the minds of consumers. Thus, purchase of products is influenced by the brands, purchase habit, personality, social, marketing. And the study tells that the consumers prefer branded dresses and so the manufacturer should focus on design, style, comfort etc.

Mohanraj Palanisamy (2017) This study identifies the purchase preference on apparel brands in Chennai.

RESEARCH METHODOLOGY:

Data collection: The study is based on both primary and secondary data.

Sample size: In the study a set of 200 respondents were selected to know about their brand preference.

Sampling design: For the study convenient random sampling method is used.

Tools for analysis: The statistical tools used for the study is Simple percentage analysis.

The study was to examine the attitude of 200 people to fill questionnaire on online shopping based on various questions. Data was gathered through different populations.

OBJECTIVES OF THE STUDY:

To know the consumer perception about online shopping for branded clothes
To know the consumer preference about online branded clothes.

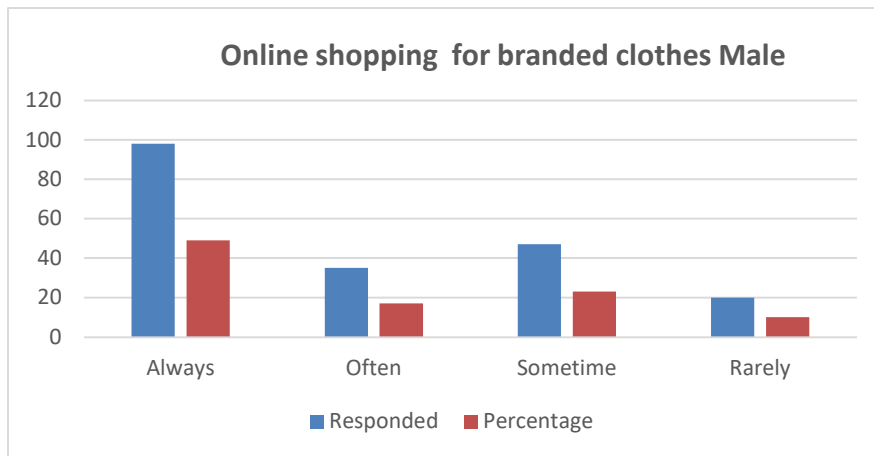
To find out the factors to buy online branded clothes.
To determine the buying decisions of consumer with regards to online clothes

LIMITATIONS OF THE STUDY:

1. This study is limited to Chandrapur city only, not for the total district.
2. Only a limited number of sample sizes were taken into consideration because of time constraints.
3. Those that are using the Internet and like to buy a product online only consider this research.
4. Due to time and cost constraint the study was not explained in detail.

Table 1 Online shopping for branded clothes Male

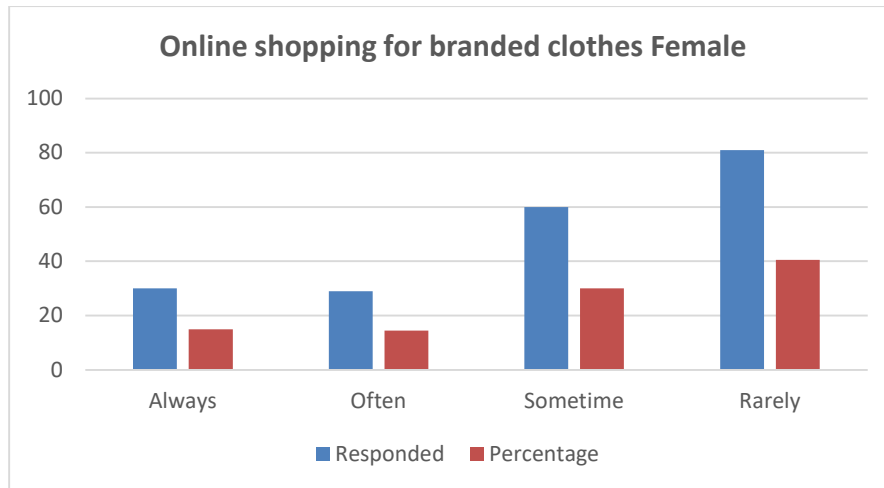
Sr. No.	Online Shopping	Responded	Percentage
1	Always	98	49
2	Often	35	17
3	Sometime	47	23
4	Rarely	20	10



Interpretation: The above table concluded that 49 percent of male always prefer for online shopping for branded clothes.

Table 2 Online shopping for branded clothes Female

Sr. No.	Online Shopping	Responded	Percentage
1	Always	30	15
2	Often	29	14.5
3	Sometime	60	30
4	Rarely	81	40.5



Interpretation: It was observed that 81 female respondent (40%) were rarely shop online for branded clothes.

FINDINGS & SUGGESTIONS:

1. Online shopping is extremely convenient and has become extremely popular. Consumers have shown different buying perception when shopping online as compared to when they are shopping in a physical store. Online shopping is very convenient and beneficial. It was observed that enormous discount on branded clothes, availability all brands, males are made frequent purchase online for branded clothes.
2. Majority of the male respondents have buying online branded clothes.

CONCLUSION:

As online stores offer consumers a variety of products and services, consumers could compare product prices from different websites and find the products at lower prices than the prices in the stores some websites, offer consumers an auction, coupon, discount, or the best deal. The presence of the Internet transforms the environment that consumers buy via social media platform. Rising fame of social media platforms such as Facebook, Twitter, Instagram, WhatsApp, and YouTube enable consumers to communicate with convenience. Social media changes the consumers behavior and their decision making. It has been identified that social media influences the interaction between consumers and sellers that determines consumers' behavior, awareness and attitudes.

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