

## Female Purchase Intentions Towards Online Shopping Of Apparels

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### ABSTRACT:

Mostly for Indian consumers online shopping has become a way of life, especially in the case of working women. By 2020, the Indian online market is estimated to grow by 3.5 times. The reasons behind these are growing preference of online shopping, internet penetration, ease of shopping, flexible delivery, and increase in number of online retailers and increasing purchasing power of consumers. This study is undertaken to analyze purchase intention of working women in the study area. The study provides detailed analysis on the factors that are impacting the online purchase decision and regarding most preferred online shopping website. Recommendations were provided to the marketers based on the customers' insight.

**Keywords:** Purchase intentions, online shopping, Indian online market, purchase decision and apparels.

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### INTRODUCTION:

In a family, each and every member of the family plays different roles in making decisions. Some will initiate the demand based on their needs, some may contribute the information regarding the product or purchase, some may decide the process of purchase of product like where to buy, how to buy, style of the product, the process of consuming it and kind of benefit the product is providing and so on. Earlier research in this regard has found that there are several roles played by the family members based on the product purchased, stages in decision- making process and characteristics of

families and spouses. These roles change over a period of time due to changes in the micro and macro environment, which may ultimately lead to adjustments in the role of decision-making process. Some changes also occur in the perception of role of women in society. Change in education, advent of women career, increase in number of dual families are the beliefs on role structure and purchase influence.

#### **REVIEW OF LITERATURE:**

Ronald & Elizabeth (2002) conducted a study to know the opinion and perception of women and men consumers with respect to buying apparel over the internet. Through the study it was found that compared to men, women spent more time and money on apparel shopping. Grant & Graeme (2005) examined that purchasing behavior of Consumer on online websites and found that it is influenced by many factors such as perception, beliefs and attitudes.

Mishra (2007) in their research examined demographic characteristics and their attitude towards online shopping behaviour for clothing of online consumers. Perceived usefulness of the product impacts an online shopper's intention to visit the online website.

Hirst & Omar (2007) in the study found that women have positive attitude towards shopping online for apparels.

Sandy & Minjeong (2010) conducted a study and found that free shipping, promotional offers and purchase ideas encourage consumers to buy apparels on website.

Jain (2014) in his study examined internet user base is growing in India rapidly and found that it is very inspiring to see increase in women base rapidly.

Shubham & Shagufta (2015) conducted a study to examine the influence of consumer decision making on online shopping of apparels and found that women shop frequently online, shoppers who are brand conscious and fashionable are more inclined to buy online. Social influence is the major influencing factor that holds good for online shopping.

#### **NEED FOR THE STUDY:**

There exists a small fraction of consumers who make purchases through online retail in the retail market. Now-a-days many people are having access to internet and are using online services to gather information, and also building social network but due to certain reasons they are keeping away from buying online. Women account 70% of their purchases in traditional stores and even though women consumers have a great potential to dominate future of online shopping, at present they shop less than the men consumers. Lack of feedback is treated as a big disadvantage of

shopping experiential products online by female consumers.

#### OBJECTIVES:

1. To study the purchase intentions of females towards online shopping of apparels.
2. To analyze the impact of various demographic factors on purchase intentions of females towards apparels online shopping.

#### METHODOLOGY:

The study is descriptive in nature. Sampling method used is snowball sampling technique. The sample size for the study is 122 respondents. Primary and secondary data are the sources for data collection. Questionnaire tool was used to collect primary data from the respondents. Secondary data is collected from various journals, newspapers, websites and magazines.

#### RESULTS & DISCUSSIONS:

**Table 1: Kruskal-Wallis test on Age and all factors of purchase intentions of females**

S.No	Respondents Opinion	Age			Chi-square value	P value
		15-21 years	26-35 years	Above 35 years		
(i)	Purchase Frequency	58.77	68.64	61.29	1.809	0.405
(ii)	Social Influence	64.9	54.22	54.43	2.461	0.292
(iii)	Previous Experience	59.86	67.22	54.86	1.309	0.52
(iv)	Brand Image	57.64	73.59	51.93	5.378	0.068
(v)	Attitude towards Electronic Word of Mouth	63.36	56.67	61.5	0.845	0.656
(vi)	Purchase Intention	61.89	61.53	56.71	0.149	0.928

Since p value is greater than 0.05. Hence there is no significant difference between ages with respect to factors of purchase intentions of females towards online shopping of apparels.

**Table 2: Kruskal-Wallis test on occupation and all factors of purchase intention of females**

S.No	Respondents Opinion	Occupation				Chi-square value	P value
		Student	Self employed	Employed	Others		
(i)	Purchase Frequency	59.99	58.36	61.91	66.63	0.471	0.925
(ii)	Social Influence	62.14	63.86	59.84	63.8	0.226	0.973
(iii)	Previous Experience	54.8	66.79	67.81	60.33	3.689	0.297
(iv)	Brand Image	57.61	40.14	65.93	69.67	4.866	0.182
(v)	Attitude towards Electronic Word of Mouth	59.55	61.86	60.95	69.67	0.986	0.805
(vi)	Purchase Intention	66.53	75.64	57.3	52.13	4.179	0.243

Since p value is greater than 0.05

Hence there is no significant difference between occupation and all factors of purchase intentions females towards online shopping of apparels.

**Table 3: Kruskal-Wallis test on educational status and all factors of purchase intention of females**

S.No	Respondents Opinion	Educational Status				Chi-square value	P value
		Intermediate	Graduate	Post-graduate	others		
(i)	Purchase Frequency	77.5	64.08	54.98	79.36	5.421	0.143
(ii)	Social Influence	63.5	69.06	55.44	55.59	4.48	0.214
(iii)	Previous Experience	63.75	59.75	60.5	74.59	1.751	0.626
(iv)	Brand Image	65.75	61.17	58.77	76.23	2.335	0.506
(v)	Attitude towards Electronic Word of	39.25	63.35	59.82	65.18	1.208	0.751

	Mouth						
(vi)	Purchase Intention	60.75	68.69	51.48	78	9.758	0.021 *

Since p value is less than 0.05 the null hypothesis is rejected at 5% level with regard to purchase intention.

Hence there is significant difference between educational status and female purchase intention factor towards online shopping of apparels.

Hence the null hypothesis is accepted at 5% level with respect to other factors of purchase intention of females towards online shopping of apparels.

Since p value is greater than 0.05 with the other factors. There is no significant difference between educational

**Table 4: Correlation analyses of females purchase intention factors towards online shopping of apparels.**

Factors of purchase intention	PF Total	SI Total	PE Total	BI Total	AE Total	PI Total
PF Total	1	0.417**	0.335**	0.293**	0.271**	0.396**
SI Total		1	0.375**	0.174	0.414**	0.229*
PE Total			1	0.407**	0.418**	0.350**
BI Total				1	0.333**	0.290**
AE Total					1	0.492**
PI Total						1

\*\* denotes significant at 1% level

The correlation coefficient between social influence and purchase frequency is 0.417 which indicate positive relation between social influence and purchase frequency.

The percentage of relation between social influence and purchase frequency 17.38% is  $((0.417)^2) = 0.1738$

The correlation relation between previous experience and purchase frequency is 0.335 which indicate positive relation between previous experience and purchase frequency. The percentage of relation between previous experience and purchase frequency 11.22% is  $((0.335)^2) = 0.1122$

The correlation relation between brand image and purchase frequency is 0.293 which indicate positive relation between brand image and purchase frequency. The percentage of relation between brand image and purchase frequency 8.58% is  $((0.293)^2) = 0.0858$

The correlation relation between attitude towards electronic word of mouth and purchase frequency is 0.271 which indicate positive relation between attitude towards electronic word of mouth and purchase frequency. The percentage of relation between attitude towards electronic word of mouth and purchase frequency 7.34% is  $((0.271)^2) = 0.0734$

The correlation relation between purchase Intention and purchase frequency is 0.396 which indicate positive relation between purchase Intention and purchase frequency. The percentage of relation between purchase Intention and purchase frequency 15.68% is  $((0.396)^2) = 0.1568$

The correlation relation between social influence and purchase experience is 0.375 which indicate positive relation between social influence and purchase experience. The percentage of relation between social influence and purchase experience 14.06% is  $((0.375)^2) = 0.1406$

The correlation relation between brand image and social influence is 0.174 which indicate positive relation between brand image and purchase experience. The percentage of relation between brand image and purchase experience 3.02% is  $((0.174)^2) = 0.0302$

The correlation relation between attitude towards electronic word of mouth and social influence is 0.414 which indicate positive relation between attitude towards electronic word of mouth and social influence. The percentage of relation between attitude towards electronic word of mouth and social influence 17.13% is  $((0.414)^2) = 0.1713$

The correlation relation between purchase Intention and social influence is 0.229 which indicate positive relation between purchase Intention and social influence. The percentage of relation between purchase Intention and social influence 5.24% is  $((0.229)^2) = 0.0524$

The correlation relation between purchase experience and brand image is 0.407 which indicate positive relation between purchase experience and brand image. The percentage of relation between purchase experience and brand image 16.56% is  $((0.407)^2) = 0.1656$

The correlation relation between attitude towards electronic word of mouth and purchase experience is 0.418 which indicate positive relation between attitude towards electronic word of mouth and purchase experience. The percentage of relation between attitude towards electronic word of mouth and purchase experience 17.47% is  $((0.418)^2) = 0.1747$

The correlation relation between purchase intention and purchase experience is 0.350 which indicate positive relation between purchase intention and purchase experience. The percentage of relation between purchase intention and purchase experience 12.25% is  $((0.350)^2) = 0.1225$

The correlation relation between attitude towards electronic word of mouth and brand image is 0.333 which indicate positive relation between attitude towards electronic word of mouth and brand image. The percentage of relation between attitude towards electronic word of mouth and brand image 11.08% is  $((0.333)^2) = 0.1108$

The correlation relation between purchase intention and brand image is 0.290 which indicate positive relation between purchase intention and brand image. The percentage of relation between purchase intention and brand image 8.41% is  $((0.290)^2) = 0.0841$

The correlation relation between attitude towards electronic word of mouth and purchase intention is 0.492 which indicate positive relation between attitude towards electronic word of mouth and purchase intention. The percentage of relation between attitude towards electronic word of mouth and purchase intention 24.20% is  $((0.492)^2) = 0.2420$

#### **FINDINGS:**

The results reveal the following:

- Female consumers irrespective of different age groups have purchase intentions towards online shopping of apparels.
- Occupation of female consumers does not have any impact on purchase intention factors towards online shopping of apparels.
- Educational status does not have any impact on purchase intention factors towards online shopping of apparels.

#### **CONCLUSION:**

The study reveals that there exists positive relation between each factor of purchase intentions. Online retailers have to consider all these aspects to promote themselves and increase their customer base. Online payment offers plays a crucial role, as many consumers visit website when they get attracted towards the offers. With the intense competition in the present scenario, in order to marketers to survive and grow should focus on certain factors like delivery time, discounts, offers,

brands, style, return policy and comfort. Marketers should also be able to solve the issues of customers immediately so that it increases the customer loyalty.

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