



Change in Consumer behavior towards online shopping with reference to apparel in covid-19 period

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Abstract : COVID 19 pandemic has massively affected several industries in almost every economy of globe developing country like India has seen, in recent years, a keen interest and hence the boom in the apparel shopping via e-commerce platforms. The unprecedented encountering with the pandemic has disrupted small to huge supply chains, and most importantly the customer behavior changed from the pre-covid era. The study pertains to the changes that apparel industry encountered with respect to the consumer behavior and their respective preferences towards online shopping of apparels during COVID 19 period.

Keywords - Consumer behavior, covid 19, e-commerce, online shopping,

I. Introduction

COVID-19 has so been a baneful tragedy for the complete globe. The pandemic has not solely affected people's health however additionally the health of the foremost economies that has established to be a big happening for the industries that have managed to line and sustain their lives over the recent years. The developed economies have suffered except for developing countries like Asian country it became a challenge to combat this new event. Businesses in virtually each sector of the country grappled to develop methods and ways in which to serve their workers, customers, suppliers and most significantly – themselves. Each business has had severe result of the pandemic however the ecommerce business, in how, had mixed effects. Once it involves the garment industry, pre-covid this business had a desirable craze among individuals within the country. Be the driving factors for the craze be the unwarranted promotion for the social media posts, work from workplace life, modified life-style in terms of traveling, moving, partying etc. however the craze existed and exists even currently. What has modified now could be the driving factors list for looking apparels. E-commerce has been predominant throughout the COVID-19 pandemic, behavior within the long run which e-commerce corporations ought to completely perceive shopper behavior patterns throughout now to take care of a competitive edge. Therefore, the role of established drivers of e-commerce purchase behavior throughout a worldwide crisis like the COVID-19 pandemic should be processed.

II. Objectives

1. To check the impact of the COVID nineteen on the web buying attire by individuals in Asian country.
2. To work out the scope of the web attire looking once the COVID-19.
3. To check the challenges and therefore the doable ways in which garment industry will sustain within the work from home state of affairs.

III. LITERATURE REVIEW

The COVID-19 pandemic has affected economies and monetary markets worldwide over previous pandemics thanks to severe government restrictions on economic activity and social life. we have a tendency to selected on-line attire retail because the context of our investigation. The garment industry is very volatile; therefore, most business models rely upon high sales and should make sure that they quickly reply to variations within the market moreover as providing speedily dynamical styles. to take care of their competitive edge, attire corporations should quickly reply to changes in shopper demand; so, they need precise information concerning the necessities of shoppers the least bit times, as well as throughout the COVID-19 pandemic.

Shopping on-line is a terribly totally different overall expertise than looking in a physical place. One important distinction between the 2 is the store disturbance (Engel et al., 1990).

Dr Sheetal Jindal, scientist and shopper behavior analyst from national capital same, 'There could be a distinction between panic shopping for or billboard necessities throughout the internment, and impulse shopping for throughout the lockdown'. whereas window shopping and necessities, once you're confused and unsure once outlets are going to be open next, is one factor and fully natural behavior -where you're shopping for things that don't actually need, as some way of managing with the concern of uncertainty.

Sheth (2020) in his study mentioned regarding post COVID-19 part anticipating whether or not the recent propensities would come back or pass away. By implementing internment and execution social distancing, buyers' call of the place to search got confined.

To search from an advert web site, the presence of added data will be an important motivation for people to search on the internet and offers a nice supply of selection. Likewise, the in-depth information offered to assist shopper search, and multiple searches, systems with a positive expertise can build looking delight.

More regular on-line purchasers were expected to fancy the web-based business platforms because it improved their trust in the explicit website than for less regular on-line purchasers (Vellido et al., 2000).

The risk of parasites and pathogens factually causes implicit or express reactions in humans. This response to a true or doable danger of any illness is unsafe for endurance from an organic process viewpoint (Altizer et al., 2003; Roy and Ernst Ludwig Kirchner, 2000).

The constant improvement in the framework of the E-retailing expertise ought to build up for the absence of typical in-store feeling (Shergill and subgenus Chen, 2005).

The report from Valassis, Mich. primarily based selling technology and client engagement firm indicated that, the rise of impulse purchase is doubtless sensible news for retailers in the pandemic scenario. From the last few months, the customers have had modified the manner they live and look, additional by Carrie Parker, the vp of selling for Valassis. The report conjointly found that seventy six of customers area unit influenced by new product deals sent by brands, fifty two have tried or ordered food from new restaurants, and forty ninth have tried a new e-retailers, sixty fifth of the customers area unit eager to look on summer sale and promotions. (Rueter, 2020).

IV. Theoretical Background

Apparel shopping for could be a necessity for a consumer as all and sundry within the world tends to shop for garments notwithstanding their perception and necessities vary. on-line searching has become a significant player within the retail business as customers area unit ready to search their merchandise on-line and place orders from the comfort of their homes. The various choice i.e. the brick-and-mortar stores associate aren't any} longer merely a platform however an expertise that shoppers crave for, that is obtainable in the type of malls, searching centers or stores. COVID-19 pandemic has caused a profound result on attire shopping for patterns of client.

Research within the field of client behavior usually depends on positive or descriptive client selection theories. Descriptive selection theory through empirical observation examines however selections area unit effectively created truly. Generally, these theories given that a range of external or psychological factors impact purchase selections during a complicated atmosphere. Recent studies on client behavior throughout the COVID-19 pandemic validate this approach and show that the pandemic alters consumers' decision-making and behavior. The garment industry, particularly the quick fashion phase, is

usually criticized for its negative impact on the atmosphere and for violations of labor rights in production countries. quick fashion is related to high water, chemical, and chemical use; dangerous operating conditions like those found in unsafe industrial plant buildings; and a disregard of health and safety standards.

Due to the high environmental and social prices of wear production, it's even a lot of vital to check client behavior throughout the COVID-19 crisis to forestall recently created wear from turning into antique and obsolete. Moreover, some quick fashion corporations proclaimed that they'd be canceling their orders before long when the govt. established the termination. These announcements had a negative impact on consumers' attitudes toward fashion corporations, as order cancellations would cause one more crisis, i.e., state and poorness among the staff of the concerned production sites. Thus, it's vital to check client behavior concerning attire merchandise throughout the COVID-19 crisis to avoid negative environmental and social impacts ensuing from buy in and order cancellations.

Work Rise of state On-the-go consumption decline Remote operating searching and consumption Surge in e-commerce Preference for trustworthy brands Decline in discretionary disbursement, mercantilism down Larger basket, reduced searching frequency Shift to stores nearer to home Polarization of property Play and amusement Preference for digital amusement channel shift (eg, cinema to streaming) extra play time Health and welfare specialize in health and hygiene Acceleration of organic, natural, contemporary Fitness on demand E-pharmacy & e-doctor at scale Communications and knowledge In-person sampling decline Shift in media consumption Travel and quality Reduction in traveller pay and travel retail Increase in domestic touristy Learning disbursement on learning adjacencies. Remote learning Life reception Nesting reception Surge in on-line "Home is recast because the new coffeehouse, restaurant, and amusement center".

V. FINDINGS

- It might be inferred however the attire searching has a lot of often happened in the on-line mode throughout the time of COVID-19 pandemic. Fifty six individuals did not look at all through physical stores in this amount however most popular searching garments through the net sites.
- Before pandemic, the male section of the society purchased a lot of apparels over on-line channels as compared to Females.
- During the pandemic, Males dominated the on-line searching and conjointly there has been an increase therein range as compared to pre pandemic amount.
- The present spent on-line has drastically increased throughout the pandemic and also the majority of those individuals area unit between ages vary of 18-24.
- People with lower financial gain, particularly males, settle for that rating amendment in on-line merchandise has an effect on their shopping for selections.
- Frequency of shopping for 2-3 times a month has increased significantly within the pandemic scenario as compared to pre-covid times.

VI. DISCUSSION AND CONCLUSION

In March 2020, most of the world went into imprisonment, driving many businesses to a temporary shutdown. Cities area unit step by step calming restrictions, however the future is nevertheless unclear. Even corporations that area unit gap once more have boundaries whereas putt in force social distancing, confining range of shoppers that may enter an area at just the once, and carrying of masks

When authentic manner of searching turns difficult, or could even be scary, customers area unit increasingly inclined to buy on-line. The reality that individuals previous to the imprisonment clench Amazon and varied alternative on-line stores with open arms has created this transition well relaxed.

We find that the importance of hedonistic motivation predominates that of utilitarian motivation in relation to their several relationships to get intentions. This finding is often explained by restricted opportunities out there to interact in leisure activities throughout the imprisonment. Customers appear to buy on-line for enjoyment functions and to think about on-line searching a distraction or leisure activity. Generation Z customers had few opportunities to fancy their free time, which could make a case for the upper importance of hedonistic motives for these people compared to those of generation Y. Our findings concerning the positive relationship between perceived quality and behavioral intentions area unit in line with the results of previous studies within the field of e-commerce. On-line searching reduces the chance of infection, because the activity

involves no direct contact with others. Consequently, the perceived quality of on-line searching is a very important driver throughout an endemic.

The fashion trade, above all, is experiencing declining sales throughout the pandemic. However, our results show that there square measure still opportunities for firms to induce attire purchases despite this tough economic scenario. By strategically raising their on-line presence and appealing to consumers' specific looking motives, fashion firms could mitigate declining sales. The trends established throughout this crisis could stay stable into the long run, inflicting serious consequences on brick-and-mortar stores because of a speedy increase in e-commerce.

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