



# “A STUDY ON BUYING BEHAVIOR OF CUSTOMER ON ONLINE PLATFORM WITH SPECIAL REFERENCES TO READYMAD OUTFITS IN VADODARA”

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## ABSTRACT

Almost half of India's exports of clothing are ready-made garments, which are a crucial component of the textile sector. After agriculture, which also generates foreign cash, the Indian textile sector is the nation's second-largest employer. At this point, a research on customers' attitudes about purchasing ready-made clothing online opens the door to finding the secret ingredient that helps this business—and the clothing industry specifically—grow. In India, the age range of 20 to 40 accounted for 60% of the overall population. In India, there are also steadily more people of middle income. To get a workable result, relevant statistical methods are also utilized along with both primary and secondary data. The data was gathered from Vadodara city respondents. The information from the respondents was gathered using a practical sampling technique.

**Key words: Socio-Economic Factors, Brand, Ready-Made Clothing, Internet Buying.**

## 1. INTRODUCTION

The intensification of India's economy is significantly aided by the textile industry's steady rise. India is among the top leaders in the textile and apparel industries. Almost half of India's exports of clothing are made up of ready-to-wear items, which constitute an integral aspect of the country's textile sector. After agriculture, the textile sector in India is the country's second-largest employer and source of foreign cash.

At this point, a research on customers' attitudes on purchasing ready-made clothing online opens the door to discovering the secret factor that supports the expansion of this business in general and the clothing industry in particular. In India, middle income groups are also steadily growing. So, it is inevitable that consumer attitudes will change. The desire for upscale goods and trendy accessories is likewise progressively rising every day. The arrival of international corporations, social media, and the media have changed how people buy clothing.

## The majority of things sold in Indian marketplaces is trendy goods.

The contemporary Indian consumer bases their decisions primarily on durability, colour, creativity, price, comfort, and eye appeal. Advertising, concessions, and offers also play a significant influence in the purchase of any things linked to clothing. Many circumstances, including festivals, seasons, occurrences, offers, discounts, clearance sales, and exhibitions, may necessitate a purchase.

Internet purchases are a consideration when buying branded ready-to-wear. India is a thriving and expanding nation, and its textile industry is likely one of the most well-established, contributing to the country's economy. The Indian textile industry's major sector, ready-made clothing (RMG), accounts for around 50% of the whole market. The demand for ready-made clothing has expanded as a result of globalization and rising internet use, which have both had a significant impact on Indian customers' purchasing habits. Yet, due to the abrupt global spread of the coronavirus, both production and marketing have suffered across all sectors. Because of the prevalent coronavirus, people must now discover new ways to survive. Consumer purchasing habits have also altered.

This also applies to clothing that is already created. Physically visiting a market or shopping centre, perusing the merchandise, perhaps haggling, and then making a purchase is still common.

Regardless of whether a firm operates as an online business or a traditional corporation that hasn't yet developed online services, internet items have grown to be a significant component of its business scope. As vital as it is to obtain client pleasure via "traditional" services, businesses are equally keen to do so by providing their online services. Instead of having a direct impact on e-purchasing intention, attitudes regarding online shopping were mediated via internet search.

Also, the skewed norm was shown to alter attitudes regarding online purchasing in addition to having an impact on the desire to purchase online.

The implication for online businesses is that they should concentrate on enhancing the convenience and usability of online buying. This is critical because the appealing aspects of online shopping—their "convenience," "usefulness," "ease of use," and "efficiency"—seem to be more significant than its unappealing aspects, such as their "lack of security," "privacy of information," and "online fraud." The transaction aspect of internet buying is crucial. Convenience, simplicity of use, security, utility, and value are unquestionably the top advantages for many customers who purchase clothing online.

Above all, the element of internet search is a crucial idea in the practice of online clothing purchasing. The goal of this analysis is to pinpoint the key characteristics that influence consumer garment purchasing.

"The impact of consumer decision-making styles on young adults' online clothing consumption." One of the e-commerce sectors with the quickest growth right now is apparel. Thus, there are compelling managerial and scholarly arguments for understanding consumer traits related to online clothing purchases.

This study uses the Consumer Styles Inventory to examine the driving forces behind online garment purchases. Data Statistics from a sample of college students revealed that brand loyalty, furious shopping, quality awareness, brand consciousness, and fashion consciousness were all positively connected with online garment purchases. Online spending was inversely connected with price compassion.

## 2. LITERATURE REVIEW

**Fernandez (2019)** investigated the purchasing habits of women in Vadodara and discovered that they are heavily impacted by peer pressure. Today's young like to purchase products advised by their favoured celebrities, and advertising is an excellent instrument for instilling brand preference in the minds of customers and influencing brand image.

According to Khari and Rakesh (2022), consumers in emerging nations are changing and becoming brand Purchasing behaviour of women in Vadodara. The young of India are very interested in branded clothing, and there is no discernible difference between male and female purchasers for branded clothing.

**Rajput, Keserwan, and Khanna (2022)** sought to investigate female consumer buying behaviours of women in Vadodara malls, which influence female buyer's behaviours toward trendy branded apparels. According to the report, ladies have a thorough awareness of every branded clothes on the market. People like to shop in malls, and relatives and friends are important sources of knowledge, followed by the internet and advertisements. Price, for example,

Fitting and financial level are important factors for female shoppers while purchasing. In contrast, variables such as status and durability Women's shopping habits at Vadodara and celebrity endorsements are unimportant to female buyers.

**Mittal and Aggarwal (2022)** attempted to investigate customer attitudes about branded clothes.

The researchers split their aims into two categories: primary and secondary. The major goal was to determine whether or not women's purchasing habits in Vadodara malls favoured brands. Additional secondary goals included investigating how aware customers are of the presence of different brands and what variables influence their purchasing choices.

According to the study's results, ladies at Vadodara's prefer branded clothing over non-branded clothing because they believe that brands enhance a person's appeal. Customers associate brand with fashion, quality, and features. Moreover, price is an important element for customers, and they prioritize product cost when making a purchase choice. Customers choose branded clothing because they anticipate it to offer them happiness and acceptance.

**Shafiq and Madhavaram (2021)** observed that promotional offers and discounts impact customer purchasing behaviours in Vadodara malls. Colleagues, store image dimension, income level, career, and product qualities are some more elements to consider. The findings also indicated that shop managers should prioritize upgrading their business's image and qualities, as well as focusing on product aspects, in order to retain customers.

**Hassan, Hurray, and Lanka (2020)** investigated the purchasing habits of women in Vadodara malls who wore branded clothing versus non-branded clothing. Branded clothes is a guarantee of comfort and quality, hence people are willing to spend higher rates for branded gear. Friends and family impact buying decisions, while criteria such as price, fashion, fabric, and design influence purchase.

**Vasishta and Tripathi (2019)** investigated the customer reaction to women's purchasing behaviours in a Vadodara mall. According to the report, customers are less brand aware and prefer non-branded clothing over branded clothing. The preference for branded clothing over non-branded clothing is 40:60. A buying choice is heavily influenced by price. People prefer to purchase in stores rather than online.

**Saluda (2022)** investigated Delhi customers and Analyzed demographic, psychological, and socioeconomic elements that impact consumers and their behaviours. According to the study, respondents favour branded Purchasing behaviours of women in mall of Vadodara apparels and are satisfied with their buy selection. Demographic variables have little effect on consumers.

### **Quality is an important consideration for customers when choosing a purchase.**

**According to Asif and Kaushik (2019)**, Gurgaon customers are very brand sensitive, and their preference for branded clothes is growing. Female customers are more brand aware than male consumers and prefer to purchase foreign branded clothing. Friends, family, brand attractiveness, and marketing by an important person all have an impact on customers. Moreover, while purchasing clothing, buyers of any age, gender, or wealth prefer discounts and special offers.

**Kumar and Kanchan (2018)** discovered that age is an important factor while shopping and has a significant impact on the purchasing behaviours of women in Vadodara malls. Consumer purchasing behaviours is influenced by their income level. The overall survey indicated that consumers in Ludhiana like fashion and brands and would pick a brand over a nonbrand on any given day.

### 3. BACKGROUND OF THE STUDY

The economy of India, which is now ranked as the 12th biggest in the world, is rapidly expanding. The second largest contributor to the GDP of the nation is women's readymade apparel purchasing habits in Vadodara. Customers in India are becoming more selective about the brands they buy and the clothing they wear. The Indian fashion market is expected to grow by 115 billion by 2027, according to a published report from the Hindustan Times. Fashion, style, consumer knowledge of branded clothing, and fabric preferences have all seen major change in the Indian garment business.

#### Native Vadodara

Women's ready-made clothing shopping at Vadodara malls is the second-largest industry for creating jobs. Moreover, the apparel sector has seen tremendous growth in recent years, with India's readymade garment (RMG) exports to the United States rising to 308.48 million and global apparel exports rising by 4.50% in 2019.

The clothing industry is growing as a consequence, and as a result, consumer demands and expectations are changing. Consumer According to Kotler and Armstrong, the buying habits of the ladies who shop for ready-made clothing at the Vadodara mall may be compared to those of end users, or people and families who buy goods and services for their own use.

The customer is the king of marketing, and the fulfillment of his requirements drives the whole sector. Businesses may design their strategy with the help of a thorough understanding of clients and their purchase patterns. Consumer behaviours may be either subjective or objective when choosing a brand. In addition to selling goods, retail establishments have a significant impact on consumers' buying choices. Sales and profits at the outlet are significantly impacted by the stores' general appeal.

Consumers could like a certain brand because it offers goods that match their personality and satisfy their social and psychological needs. Consumer behaviours studies of consumers, including what, when, why, and how they make purchases. Vadodara women's prepared clothing buying habits. Customers nowadays are active and have access to a vast array of options. So, it has become difficult for businesses to comprehend and satisfy their constantly shifting expectations. The study looks at how consumers make judgments about branded clothing purchases as well as the factors that affect those selections.

#### 4. RESEARCH METHODOLOGY

##### METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

###### Methods for data collection

Primary Data

Secondary Data

###### Primary Data

Primary source of data was collected by questionnaire.

###### Secondary Data

Secondary source of data was collected from

Books

Journals

Magazines

Web's big data es

###### Sampling

The sample technique utilized for data gathering is convenient sampling. The convenience sampling method is a non-probability strategy.

## Sampling size

Big data indicates the numbers of people to be surveyed. Though large samples give more reliable results than small samples but due to constraint of time and money,

## Plan of analysis

Diagrammatic representation through graphs and charts Big data able inferences will be made after applying necessary statistical tools. Findings & suggestions will be given to make the study more useful.

## 5. DATA ANALYSIS

**Table 1:** Garrett Ranking Analysis

Factors		Rank							Total	Garret s Score	Mean Score	Rank
		I	II	III	IV	V	VI	VII				
		Garrett Rank Scale Value										
		78	66	58	50	43	35	22				
		(No. of Respondents)										
Sturdiness	F	148	82	42	14	10	2	2	300	20592.00	68.64	I
	F x	11544	5412	2436	700	430	70	44				
Colour	f	28	44	84	80	34	20	10	300	16122.00	53.74	II
	fx	2184	2904	4872	4000	1462	700	220				
Creativity	f	20	36	66	78	60	26	14	300	15154.00	50.51	V
	fx	1560	2376	3828	3900	2580	910	308				
Price	f	46	72	20	50	50	42	50	300	15620.00	52.07	III
	fx	3588	4752	1160	2500	2150	1470	1100				
Comfort and Gaze	f	16	50	66	44	82	34	8	300	15292.00	50.97	IV
	fx	1248	3300	3828	2200	3526	1190	176				
Advertise-	f	8	10	12	40	106	118	6	300	12926.00	42.23	VI

Ment	fx	624	660	696	2000	455 8	413 0	132				
Concessions / Offers	f	44	10	12	26	24	58	126	300	9150.00	30.50	VII
	fx	3432	660	696	1300	103 2	203 0	2772				

sUsing this method, we learn that "Sturdiness" is one of the recognized characteristics that significantly influences customers' decisions to buy ready-made clothing, among others such as colour, price, comfort and gaze, creativity, advertisement, concessions/offers, and more. Consumers' online purchasing decisions are heavily influenced by the product's durability. So, in order to consistently increase their market share and size of the garments sectors, manufacturers of branded readymade clothes must prioritize durability.

### Internet Shopping

The researcher has made a feeble effort to examine customers' purchasing habits during festivals after examining the elements affecting the purchase of branded readymade apparel. Respondents are asked to rate how likely they are to buy branded ready-to-wear items during the festival seasons on a scale from one to five.

Analysis of the responses, which were recorded on a five-point scale from "Strongly Agree" to "Neutral" to "Disagree" to "Strongly Disagree," allows for inferences to be drawn regarding the importance of the various elements in the purchasing decision.



**Table 2:** Socio - economic and demographic Status and Internet Shopping

Vadodara	Socio Factors	Economic	ONLINE					Total
			Strongly Agree	Agree	No-Opinion	Disagree	Strongly Disagree	
AGE	20-30		8	19	13	8	6	54
	31-40		7	4	2	4	1	18
	41-50		6	2	6	2	4	20
	51 & <		2	2	1	2	1	8
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>
OCCUPATION	SALARIED		10	9	7	3	3	32
	PROFESSIONAL		5	4	8	6	3	26
	BUSINESS		4	6	2	1	3	16
	OTHERS		4	8	5	6	3	26
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>
MONTHLY INCOME	<30000		8	8	7	2	5	30
	30001 TO 50000		9	14	9	11	5	48
	50001 TO 75000		4	3	4	1	0	12
	75001 & <		2	2	2	2	2	10
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>
MARITAL STATUS	MARRIED		15	13	12	8	9	57
	UNMARRIED		8	14	10	8	3	43
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>
FAMILY TYPE	JOINT		11	11	13	7	6	48
	NUCLEAR		12	16	9	9	6	52
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>
FAMILY MEMBERS	2-3		2	2	3	2	1	10
	4-5		16	21	13	6	10	66
	MORE THEN 5		5	4	6	8	1	24
	<b>Total</b>		<b>23</b>	<b>27</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>100</b>

23% of people in Vadodara are in agreement that it is OK to acquire clothing on the internet. Consumers' decisions to purchase clothing online are influenced by demographic and socioeconomic criteria such as age, profession, monthly income, marital status, family type, and family size. Vadodara, India has a buy rating of 63.4%.

## 6. CONCLUSION

When purchasing clothing via the medium of the internet, "Sturdiness" is regarded to be an important aspect in the purchase decision. It is then followed by the Design, Advertising, Discounts/Offer in Selected Sample Cities, Colour, Price, Comfort, and Gaze. Finally, it concludes with the Colour in Selected Sample Cities. The city of Vadodara is playing a part in the purchase of clothing via the internet approach. This discovery might be used by clothing producers and online sellers to improve their progressive market segmentation and probable market reach in order to better meet the wants of potential customers. Reaching out to the untapped potential that exists in the sample cities may be accomplished via the use of appropriate marketing tactics.

Decisions made by marketers, depending on the purchasing habits of customers, are the primary force behind growth in the ready-made clothing industry. Consumers have the ability to physically inspect the items, try them out, and ultimately purchase the thing when they shop in conventional stores.

Bargaining is fun for female customers just as much as it is for their male counterparts. Immediately upon the completion of the transaction, the consumer is able to take ownership of the products. In contrast, shopping online provides access to a vast assortment of goods, massive price reductions, and facilities for the evaluation of those goods; in other words, it provides everything a consumer may want without requiring him or her to leave the convenience of his or her own home.

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