

A Study on Consumer perception of Buying Behaviour towards Fashion Products through E-Commerce Site with special reference to Chennai City

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INTRODUCTION:

Online shopping is the activity of customers using the internet to buy products or services. One of the most significant e-commerce strategies allows customers to purchase directly from vendors via websites such as Amazon, Flipkart, Myntra, Snapdeal, Big Basket, and eBay. Many websites have developed stand-alone websites and applications that allow users to make easy, uncomplicated transactions. Technological advancements have transformed the way consumers buy and made the Internet a lucrative distribution channel. Customers can now access, analyze, and purchase products whenever they want thanks to a range of devices, such as PCs, laptops, tablets, and smartphones. Comparing products based on availability, size, quality, and cost before buying is one of the main benefits of internet shopping. Dealers have also profited from lower operating expenses and easier access to markets. The internet's capacity to promote two-way communication, consumers may make purchases and obtain product information online, and retailers can gain insight into the preferences and actions of consumers. Competitive prices and customized products are the results of this. Despite all of the advantages, most customers are still hesitant to purchase anything online, particularly apparel. A perception of risk is exacerbated by worries about fit, quality, and the absence of a physical inspection with AI influencing the buying behavior. Because of its price, ease, and wide range, organic online clothing buying is becoming more and more popular. This poll concentrates on the opinions of consumers in Chennai regarding the purchase of clothing through online platforms. It brings attention to several key factors that influence their buying choices, including the impact of social media, the importance of personal recommendations, the level of trust placed in online retailers, and the role of customer feedback in shaping purchasing decisions. For online retailers, closely monitoring these aspects is essential to improving customer satisfaction and increasing sales. As more people engage with digital platforms, gaining a deeper understanding of online shopping behavior will enable businesses to adjust their strategies and maintain a strong position in an increasingly competitive and dynamic retail environment.

OBJECTIVE:

1. To analyse the consumer perception towards buying behaviour of fashion product through E-commerce site with the help of AI influence.
2. To examine the significant difference between demographic profile of the respondents and consumer perception towards buying behaviour
3. To evaluate the factors influencing the consumer perception towards buying behaviour of fashion product.
4. To identify the barriers present in the consumer buying behaviour of fashion product through E-commerce sites.

REVIEW OF LITERATURE:

Bodla and Saini (2018) draw attention to the quick changes in international trade brought about by the expansion of e-commerce. Their study included non-parametric methods such as the Kruskal-Wallis and Mann-Whitney U tests and was based on a survey of 600 respondents in the NCR area. The results showed that the most popular category for online shopping is electronic items, which are followed by clothing, shoes, and e-recharge services. Flipkart was the most popular e-retailer, followed by Amazon and Snapdeal.

Kanade and Kulkarni (2019) marketing must adjust to both internal and external elements that influence customer preferences in addition to meeting their demands profitably. Their analysis of earlier studies on offline and online purchasing patterns came to the conclusion that media and digital communication technologies had a big influence on customer decisions. Businesses must comprehend and adapt to the changing environment of digital purchases as a result of the shift in customer interaction.

S. Bagiyalakshmi and S. Saranya (2017): In his study entitled, “a study on cosmetics usage of girls”. The purpose of the study is to find cosmetic usage of girls and The most popular products are coloured cosmetics, of which nail polish, lipsticks and shine are the largest number of products in the entire Indian cosmetics and toiletries market. Popular local brands in the region include Lakme and Revlon. This study has made a serious attempt to study the behaviour of teenage girls in the use of cosmetics. A sample was examined and their data collected. The samples for the study are selected systematically.

Syed Kazim and D. G. Kantharaj (2015): In there study entitled Impact of Advertisements towards Customer Purchase decision: A Study with reference to Cosmetic Products. In the last two decades, advertising has increased dramatically change. Advertising has a major impact on customers’ purchasing decisions for specific brands. It is generally accepted that advertising can give a product or service special features that would otherwise be lacking. The study focuses on identifying the impact of advertising on the behaviour and attitudes of consumers, especially cosmetics, among young people aged 15 to 24 years.

Vijay, Sai. T. & Balaji, M. S. (May 2009) Customers all across the world are rapidly selecting one-click internet purchasing over congested malls. Despite its convenience, online shopping is by no means the most common method of making purchases in India. A survey of 150 internet users, including those who shop online and those who don't, was done to determine why some individuals buy things online while others don't. The results show that while convenience and time savings encourage Indian consumers to make purchases online, security and privacy concerns deter them.

Farag et al. (2007) found that men and younger people have greater experience on the Internet and as a result of this familiarity have a more positive outlook when it comes to internet shopping. This was similarly observed in educated people, where people with higher levels of education were deemed as having more internet experience and therefore are more comfortable with online shopping.

RESEARCH METHODOLOGY:

The data for this study was gathered from people that work for a company. For analysis, 201 answers in all were collected. Convenience sampling, which chooses individuals who are readily available and willing to participate in the study, was the sample strategy employed. Despite being useful and time-saving, this approach may have drawbacks including bias and a lack of representativeness. Both primary and secondary sources were used to get the data for this study. While secondary data was collected from pre-existing sources including books, websites, magazines, and other pertinent publications, primary data was collected directly from the respondents using a questionnaire.

Hypothesis of Study:

H0: Products buy by consumer are independent on their Income in online shopping.

H1: Products buy by the consumer are dependent on their Income in online shopping.

DISCUSSION:

The findings of the study highlight a clear preference for online shopping over traditional walk-in stores among the majority of respondents. This preference is largely driven by the perception of greater access to offers and discounts available on e-commerce platforms. Although demographic factors such as age and income do not universally influence consumer behavior, some individuals with particular demographic traits still prefer physical stores, suggesting variability in shopping preferences. Social influences such as word of mouth, recommendations from relatives, neighbors, and reference groups play a crucial role in shaping consumer perception. Personal factors like age, lifestyle, and marital status also contribute significantly to purchasing behavior. Despite the popularity of e-commerce, certain

barriers—such as delivery delays, product availability, the risk of receiving duplicate items, and delivery issues in remote locations—pose challenges to customer satisfaction.

Amazon and Flipkart emerged as the most preferred platforms, with usage rates of 54.7% and 53.7% respectively, reflecting strong consumer trust in these major players. The demographic analysis further supports the dominance of younger consumers, with 77.1% aged between 18–28 years, 61.2% being students, and 71.6% unmarried—indicating a digitally active and trend-conscious group. The majority also reported high levels of social media use, making them more likely to be influenced by online trends, advertisements, and peer opinions.

Price sensitivity remains a notable factor, though many consumers continue to shop online even with added delivery charges. A significant number of respondents actively seek special offers and are influenced by brand image, brand name, and product quality. While celebrity endorsements and fashion trends impact many, neutrality among others suggests varying levels of influence. Environmental considerations are gaining importance as well, with a fair number of respondents factoring in sustainability during their purchase decisions. Ultimately, while branding, advertising, and external influences play a role, product quality and features stand out as the most decisive elements in online fashion purchases.

1. DESCRIPTION OF THE PURCHASE ONLINE

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.322 ^a	6	.026
Likelihood Ratio	14.343	6	.026
Linear-by-Linear Association	6.218	1	.013
N of Valid Cases	201		
a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.89.			

INTERPRETATION:

The Pearson Chi-Square test ($\chi^2 = 14.322$, $df = 6$, $p = 0.026$) indicates a significant association between the categorical variables. The Likelihood Ratio Chi-Square ($\chi^2 = 14.343$, $p = 0.026$) supports this result. The Linear-by-Linear Association test ($\chi^2 = 6.218$, $df = 1$, $p = 0.013$) suggests a significant linear trend between ordinal variables. Based on 201 valid cases,

these findings indicate meaningful relationships. However, 33.3% of cells have expected counts less than 5 (minimum = 2.89), which slightly violates assumptions, so the results should be interpreted with caution.

2. DESCRIPTION OF WHETHER CUSTOMER WILL BE WILLING TO PURCHASE A FASHION PRODUCT ONLINE DESPITE HIGHER DELIVERY CHARGES

Chi-Square Tests			
	Value	df	Asymptotic Significance(2-sided)
Pearson Chi-Square	5.572 ^a	8	.695
Likelihood Ratio	7.525	8	.481
Linear-by-Linear Association	1.055	1	.304
N of Valid Cases	201		
a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .80.			

INTERPRETATION:

The Pearson Chi-Square ($\chi^2 = 5.572$, $df = 8$, $p = .695$) and Likelihood Ratio Chi-Square ($\chi^2 = 7.525$, $p = .481$) both indicate no significant association between the variables. Similarly, the Linear-by-Linear Association test ($\chi^2 = 1.055$, $df = 1$, $p = .304$) shows no significant linear trend. The analysis is based on 201 valid cases. However, 5 cells (33.3%) have expected counts below 5, with a minimum of 0.80, which may affect test reliability. Overall, the results suggest no meaningful association, but findings should be interpreted cautiously due to assumption violations.

SUGGESTION & SCOPE FOR FUTURE STUDY:

For improving customer happiness and confidence, e-commerce websites have a number of useful measures to take. One of them is providing real-time video verification in the packing process through which customers can check whether the right product is being packed or not,

thus providing higher transparency and lesser conflict. High-quality packaging is also a necessary factor, as poor packaging can cause damage to the products during shipping, which negatively impacts customer experience. Increasing delivery services to cover rural territories by allocating designated delivery zones can increase the scope of customers and foster inclusivity. Promotion of products along with the brand name through successful advertising will enhance brand recall, goodwill, and loyalty of customers. Lastly, ensuring a steady supply of quality products is important since availability and quality play a direct role in maintaining customer satisfaction and repeat buying. The study is limited to Chennai city only. The scope of research can be made wider by covering more places. The sample size does not give clear representation of the total universe as the size of sample taken for study is small. The size of sample can be increased to get more accurate results. Time constraint was also one of the limitations of the research. So if sufficient time is taken to conduct the research, better results can be obtained.

CONCLUSION:

With respect to this study and findings, most of the customers are happy with E-commerce sites and also AI platforms in aesthetic designs. A few factors like geographic location can be overcome by building new delivery zones. Customers are also happy with the offers, so the focus can shift quality over price. The goodwill of most consumers is positive towards E-commerce sites. This study will help the fashion product companies know about the consumer perception of buying behaviour towards their products.

JOURNALS:

- ☐ Sproles and Kendall (1986) initiated an approach to abstract customer's choice making thought with eight customer emotional aligned aspects
- ☐ Rajagopal (2010) observed the elements of customer conduct and their impact on buying intents in the direction of fashion clothing in the Indian scenario
- ☐ (Ha and Stoel, 2012) Online or E-shopping consists of multi functions such as searching or browsing, engaging in several transaction, and performing evaluation post-purchase

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