External influences Effect on young consumers buying actions with respect to apparel industry in Delhi city

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Abstract

The study of young people's shopping habits, especially when it comes to clothing, is a very hot topic right now. The purpose of this study is to examine the purchasing habits of young people in Delhi and the surrounding area when it comes to clothing and accessories (National Capital Region). Its goal is to categorise the clothing and accessory market based on demographic and psychological characteristics. Using a psychographic score, we can get a sense of how young customers' purchasing patterns correlate with their demographic data (age, education, and income). The next step is to segment them based on their psychographic characteristics, and then link those segments to demographic data. Those under the age of 35 are the focus of this study. For the purpose of this study, demographic and psychographic profiles will be analysed in order to give marketers a better understanding of which groups to target and which marketing techniques to use.

Overall, this research study aims to get insight into the purchasing habits of young customers in terms of clothing and accessories. Specifically, it seeks to examine psychographic features via demographic variables in order to find segments that may be targeted more effectively. It will also provide information on the influence of demographic factors such as age, education, and income on a customer's decision to purchase clothing or accessories. Marketers can use this information to build more effective goods and deploy more effective strategies. Research on demographics and consumer behaviour aids in product planning and positioning. Values, attitudes, and way of life research can reveal the factors that impact or motivate a consumer's purchasing decision. Marketers in Delhi-NCR who sell clothing and accessories will find this study quite beneficial.

Introduction

Apparel: Apparel is a slang phrase for the clothes we put on every day. Clothing or embroidered embellishment on ecclesiastical vestments is what the Oxford Dictionary means when it uses the term apparels. Apparels, in simple words, relate to clothing that is either unstitched or sewn together (fully stitched or semi-stitched). Apparel stores occupy a significant portion of the display space in malls.

Accessories: Accessories are the term that comes after the word "apparel." Something that can be added to something else to make it more useful, versatile, or attractive is referred to as an accessory (Oxford dictionary). It can also be used as a noun, referring to an add-on or extension, such as a retrofit or an appendage or appurtenance. Any tiny item or piece of clothing carried or worn to compliment a garment or ensemble has been defined as "accessories" for the purposes of this study.

Several new players have entered the Indian retail industry, making it dynamic and fast-paced. It contributes over ten percent of the country's GDP and about eight percent of all jobs. The retail market in India is the fifth-largest in the world. According to a report released by the Boston Consulting Group and the Retailers Association of India, titled "Retail 2020: Retrospect, Reinvent, Rewrite," the retail market in India will nearly double in size by 2020 to $1 trillion.

More and more people are turning to online shopping as a result of factors such as heightened level of protection, an easy way to get things when you're short on time, and the fact that there are dozens of retailers to choose from.

The online population is dominated by young people, with India's youth making up a larger percentage of the population than the global internet population. Nearly a third (30 percent) of all internet users are under the age of 24. As a result of the internet's role as a medium, the youth have been able to do things they couldn't do before, such as participate in social causes and garner support for them. Thus, young people now have a better opportunity to have their voices heard around the world. As the number of college students using the internet has

increased, it was the goal of this qualitative study to examine the factors that influence the online shopping habits of Delhi college students.

Literature Review

Research in Marketing Sciences and Information Systems has been focused on the study of online purchasing behaviour as the e-commerce market has grown rapidly. Some of the relevant literature in the above-mentioned related field is discussed here.

According to Kiran et al. (2008)'s study of Indian online shopping trends, there is a growing awareness of the benefits of obtaining additional information from websites. Despite the rise in online ticket booking, book and music purchases, the scene in India has not changed significantly. When it comes to younger consumers (between the ages of 21 and 35), responsiveness and interactiveness of websites are providing them with more opportunities for customising their purchases. The majority of Internet users seek product information, but only a small percentage of them make purchases.

According to a study conducted in India by Sinha (2010), Risk perception was found to be a significant factor in the online behaviour of males and females, but it was not a significant factor in the overall online behaviour of males and females.

"Antecedents of Online Shopping Behavior in India: An Examination" According to Khare and Rakesh (2011), utilitarian values, attitudes about online shopping, information accessibility, and hedonic values all impact Indian students' desire to purchase online in the country. This study was conducted in India.

Male students are more interested in purchasing goods online than female students, according to a study by P. UshaVaidehi (2014) in India. Students are more likely to shop online because of elements such as the length of the day or night savings, an option to purchase products at a lower price, and the ease with which they can make a purchase. But both men and women who took the survey preferred to make their.

According to Pratminingsih and colleagues, students who are satisfied, trusting, and committed to their online shopping experience are more likely to stick around. There are many advantages to shopping online, according to the study conducted in the United States in 2005 by Lester et al., including finding "hard-to-find merchandise," shopping at any time of day or night, competitive pricing and price comparison, a safe site, a wide selection of products, and privacy. Fun, avoiding salespeople, and tax-free goods were of secondary importance. Most of the students' concerns about online shopping were related to the security of credit card information, the difficulty of returning merchandise.

Among students at two eastern US universities, a study by Seock and Bailey (2008) found a strong correlation between online information on the subject apparel items. Brand/fashion consciousness was found to be the most important factor in determining a person's level of satisfaction with the experience of shopping.

There are several important factors that contribute to initial trust in an online transaction, according to a study of Taiwanese college students conducted by Chen and Barnes (2007). In addition, trust propensity is found to influence perceptions of the web site and online. The likelihood of making a purchase is influenced favourably by a consumer's initial trust in and comfort with making purchases online.

According to Comegys et al. (2006), online shopping is more popular in the United States than in Europe among both men and women in the target groups in Finland. A growing number of people are turning to the internet to aid in their shopping decisions. While both men and women are using the internet in greater numbers. In addition, Finnish men were more likely to make online purchases and engage in post-purchase behaviour than their counterparts in other countries. In the United States, there was no such gender gap, demonstrating that men and women's online shopping preferences are very similar.

Researchers who studied Gen Y university students in the United States found that online shoppers are more likely to be out shoppers and more likely to enjoy the experience of shopping than their counterparts in the real world. Online shopping preferences were unaffected by the shopper's social status. In addition, as predicted by previous studies, men are more likely than women to shop online.

According to Huang (2008), from three Taiwan universities, 238 undergraduate and EMBA students participated in the study, gratification, irritation, and e-consumers' usage intentions are influenced by the perceived utility and simplicity of Web use (information systems).

Research Methodology

It was decided to adopt a qualitative method in this study in order to gain a better knowledge of what motivates young people to make clothing purchases. It is possible to extract key phrases from qualitative research methodologies that summarise the views or experiences of the participants and the factors that influenced their decision-making.

A simple random sample procedure was utilised to meet with 25 students at the undergraduate and postgraduate levels, respectively. Simple random sampling is an example of a nonprobability sampling design, in which a researcher selects random individuals from a community based on their vicinity to the research area, rather than using probability sampling.

The Research Question

I'm curious what aspects have an impact on the purchasing decisions of young clients when it comes to apparel.

Method of Data Analysis

The qualitative content analysis method was used to analyse the data from depth interviews. A qualitative approach to text data interpretation is achieved by a systematic process of coding and the discovery of themes and patterns (Hsieh& Shannon, 2005). The qualitative content analysis procedure results in the formation of topics. We enlisted the help of others a freelance researcher to assist us with the data analysis. For starters, the researcher's notes were utilised to construct interview transcripts, which were then transcribed and examined word for word. Codes were developed in order to distinguish between responses that were similar. When conducting qualitative research, coding is a critical phase in the process, and it

is used extensively (Strauss, 1987). The independent researcher's data analysis themes and codes were compared to the primary researchers' themes and codes. The researchers discussed and eventually came to an agreement on the final titles for the most significant variables that emerged from the data analysis. The depth interview data had to be reviewed and coded in order to uncover trends. The findings then had to be organised and labelled in order to be presented logically.

Findings

In order to begin, we'll take a look at the a student's demographics who were included in-depth discussions with the interviewees. In addition, results of the interviews are organised into groups based on the primary issues that were discussed.

Demographic Characteristics

A total of 25 students participated in this research, for the most part, them (72 percent) being male. Each of the volunteers is between the ages of fifteen and thirty-nine. There are a hundred and twelve people in this room. The sample had already graduated from high school and were enrolled in college courses beyond the requirements for their diploma. Approximately 64% of those who took part in the study have a household income of at least INR Rs. 5 lacs per year. In the poll, 96% of students stated that they were able to make ends meet with the money they kept in their wallets. 40% of the students have a monthly budget ranging between Rs. 3000 and Rs. 9000 in their possession.

Purpose for using the Internet

For the vast majority of students, the internet was their primary source of information for checking their social networking profiles. Most of them used social networking sites other than Facebook, including Twitter, LinkedIn, Google Plus, and Pinterest, which were the most popular after Facebook. In addition to getting information, shopping online, banking over the internet, and watching movies and music videos, people used the internet for a plethora of other reasons, including entertainment.

Buying items from an internet retailer

The majority of their peers went through the method of researching, comparing and evaluating possibilities, comparing and evaluating offers and prices, and finally making a purchasing decision after conducting their study. A number of students skipped the traditional information search process and went straight to their favourite websites. When it came time to make a final purchasing decision, some of the students confessed that they sought advice from acquaintances, family members, or other family members. A majority of students informed their friends, family, and other associates about the online store where they made their final purchase after completing their final transaction with the company.

Favorite places to purchase online

Online shops as Flipkart and Myntra were Jabong, Amazon, and Amazon.in in terms of students' favourite online shopping destinations:, which were third and fourth, respectively. Among the other websites suggested by students were ebay.in, HomeShop18, ShoppingIndiaTimes, and Amazon; zovi; bestylish; donebynone; gold; redfox; letsbuy; floraindia; yatra; goibibo; yatra; and goibibo.com, to name a few examples.

Monthly buying habits and expenditures

Students overwhelmingly choose to go shopping from online retailers "once a month," with a small number of students preferring to shop from online stores "once a quarter," according to the survey results.

When it comes to monthly spending, the majority of students spent less than INR Rs. 2000/- when they did their online purchasing. According to some of the students, the items that a student purchases can have an impact on their financial situation. For accessories such as speakers, a mobile phone cover, and a pen drive, on the other hand, customers would have to shell out approximately Rs. 500/- for each item. They were willing to pay about Rs. 1000/- for a pair of sneakers.

Preferred Device and Mode of Payment

Laptops and mobile phones were the most popular devices for students to utilise to make purchases from online retailers, with laptops holding the top rank among these devices. While questioned about their favourite method of payment, the vast majority of students stated that they preferred to pay using cash on delivery, a debit card, or net banking when doing their online shopping.

Influencing factors for online shopping

They were compiled and classed as primary elements from the transcripts of in-depth interviews after being put together. In the opinion of the vast majority of students, the following variables influenced their online purchasing decisions:

Availability

What I mean by this is that it's easy to get a hold, consumers frequently see it as a good development (this is usually the default situation), and when it is not, there may be negative consequences. The in-depth interview offered the following examples of the availability of the candidate:

"Availability,"

"The appropriate size is available 90 percent of the time,"

"If the product is not available, place a marker on it."

Low Price

Price has been a significant factor in determining buyer preference (Kotler et al., 2013). The low pricing that may be found in online retailers has an impact on whether or not people choose to purchase there. The following are quotes in favour of cheap prices:

"Saves money,"

"Cheaper pricing,"

"Best price,"

"Prices are low,"

"Cheaper than retail shop,"

"Cheaper than online retailer."

Promotions

Just a few of the tactics that might be used include free samples and coupons; cash refunds; price reductions; premiums; prizes; patronage incentives; free trials; warranties; tie-in campaigns; and cross-promotions. used in sales promotion to get the word out to potential customers. Listed below are a few examples of pro-promotional quotations:

"Deals are quite pleasant"

"Better deals."

"Discounts on prices"

"Deals ranging from 40 to 50 percent off"

"Promotional offers" and "coupons" are terms used to describe promotional offers and coupons.

Comparison

The pricing, promotion, services offered, and other factors of products or services that clients intend to purchase from online businesses are all taken into consideration when shopping online. "Better comparison of items" is one of the quotes used to justify the comparison.

"Quick and simple price comparisons"

"This is a simple approach to compare items across different websites."

"It's simple to compare different goods."

Convenience

E-commerce is frequently marketed as a simple way to purchase for a variety of items.

The Internet allows consumers to find and purchase items without ever leaving their homes or travelling. They may also use the website to look for products by category or online retailer. In support of convenience, the following quotations are available:

"Convenience"

"You can shop on the internet from anywhere in the world."

"Sitting in one area and shopping at a variety of internet retailers"

"I am able to purchase things that are not readily available in the local market."

"I can rescue myself from the throngs of people at the market and the turmoil of traffic."

"Because I'm new to the city, I'm shopping from online businesses."

"Convenience of shopping from home"

"All of your shopping needs can be met in one location."

"It's a breeze to shop."

"Accessibility"

"Flexible"

Assistive Technology:

Answers to commonly asked questions and details on our return, refund, and payment procedures are all available via our customer care department, among other things. These are some of the most positive comments on convenience.

"Customer service,"

"Friendly return policy,"

"Free home delivery"

"The services are also excellent."

"Doesn't require standing in line for the retailer's attention"

"Delivery / shipment times are more reliable"

"Return policy is superior to that of an offline retail establishment"

Perceived Ease of Use

The degree to which a person believes that utilising a certain system would be devoid of effort is referred to as perceived ease of use (or perceived simplicity). Following arequotations supporting the idea that the system is easy to use:

"Internet buying is simple to perform"

"Website user friendliness"

"Easy to pay"

"Ease of using different payment methods."

"Cash on delivery means I don't have to deal with cash."

Attitude

The degree to which customers have a good or negative opinion of buying online is known as the customer's purchase attitude, goods and services over the internet. In relation to the attitude of purchasing on the internet, the following quote can be found:

"I adore shopping on the internet."

Consciousness of Time

When it comes to customer service, people who purchase online have greater expectations than those who shop in person. Following are some of the quotes in support of time consciousness.

"Saves time,"

"requires less time, therefore prefer online shopping,"

"24-hour accessibility,"

"anytime shopping"

Trust

Having faith in an e-vendor assesses the degree of individual opinion assurance in which the supplier will fulfil its end of the bargain, behave as promised, and genuinely care about the customer.

"Shopping only from trusted online stores"

"Shopping only from familiar online stores"

Variety Seeking

Individuals' tendency to look for variety in their selections of products and services is defined as "the desire for variety in one's options" (Kahn, 1995). "Better variety" is one of the quotes in favour of variety.

"A plethora of alternatives"

"More options"

"A wide range of products"

"a large portfolio of products."

"A wide range of products"

"Extensive selection"

"All major brands in one location"

Conclusions

Students in the Delhi metropolitan region were studied in this research to find out what influences their internet shopping habits. Availability, cheap prices, promotions, comparison, ease of use, customer service, the perception of simplicity, attitude, time-consciousness, faith in the brand, and the need for diversity were all shown to be significant influences on online shoppers.

Student shoppers who intended to purchase from home or school were more likely to list Flipkart.com and Myntra.com as their preferred online merchants. Tickets, electronic goods accessories, apparel, books, electronic goods, footwear, instant recharge of cell phones, and gifting items were the most popular categories of products and services purchased by the majority of students in the survey. When it came to online shopping, students indicated that cash on delivery was their preferred method of payment.

Managerial Implications and Discussion

Consumers are increasingly purchasing things online and demanding the best prices because of the rise of the internet, which has resulted in a fall in profit margins for firms (IAMAI & IMRB International, 2013). A new e-economy is being created as the corporate world adapts to the new realities of an ever-increasing global rivalry, more readily available information, well-informed customers, shifting interpersonal dynamics, fast technological advancement, and more sophisticated goods. It is because of this that today's internet marketplace is centred on the customer that no sector is spared.

We observed that optimal price and time-consciousness were the most significant factors on purchase choices in our different nations, according to UshaVaidehi (2014), Lester et al. (2005), and Seock and Bailey (2008). Trust was shown to have a significant influence on student loyalty toward online purchasing in a research performed in Indonesia by Pratminingsih et al. (2013), even though pleasure and convenience were found to mirror the findings of Seock and Bailey (2008) in the United States. In the United States, a poll conducted by Lester et al. found that comparing prices and having access to a large variety of

items were two of the most popular reasons for shopping online (2005). When it comes to e-consumers' use intentions, ease-of-use is an important factor, according to Seock and Norton's (2007) results, product information and customer service are consistent (2008). Findings from previous studies in different geographic regions show that most of the impacting elements are similar to those previously reported. Online merchants in Mumbai might use the findings of this study to help them develop their retail strategy for appealing to the city's youth market. The many contributing elements revealed in this study might be taken into consideration when developing retail strategies. In this study, college students' internet shopping habits are examined in depth for the first time.

Limitations and Future Scope

There is a common belief that qualitative research has a narrow reach (Bryman, 2008). The pupils that took part in our study came from a single educational establishment in Mumbai. They contend that it is impossible to generalise findings from a small number of persons in a specific location to other contexts (Bryman, 2008). Qualitative research also does not aim to reflect the general population, making it difficult, if not impossible, to precisely count that general population (Bryman, 2008).

Qualitative research is unstructured, exploratory, and uses small samples, therefore its conclusions should be treated as preliminary or as a starting point for additional investigation (Malhotra& Dash, 2011). Following this type of investigation, additional exploratory or definitive study is typically conducted (Malhotra& Dash, 2011). That's why researchers could apply the outcomes of our study in the application of more research, whether exploratory or conclusive.

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