



Exploring Factors affecting Clicks & Bricks in Apparel Shopping Behaviour: A Comparative Study from India

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Abstract

E-Commerce is an emerging sector for shopping in India these days. Almost 60% of the population do online shopping. New technologies like Big Data and Data science etc. are the sparkling factors for the development of online shopping in India. But is this the fact that people like online shopping more than offline shopping like our mega mall, Brick & Mortar shops? The paper analysed the fact that people like both the ways of shopping online as well as offline like our traditional ways. However, Brick and Mortar stores are still very relevant. The survey shows that most of the Indian consumers like to purchase apparel from both online and offline channels. The data was collected through questionnaire surveys conducted in the main cities of each zone (East, West, North, and South) in India. The data shows that the top reason for shopping offline is no waiting time, convenience and for not liking mental effort in online shopping; and reason for online shopping are more varieties, assurance of on-time delivery, availability of products not find in stores and for disliking are response time like download time, waiting time etc.

Keywords: Online shopping, Offline Shopping, Consumer Behaviour, Apparel Purchase Behaviour, Consumer Marketing, Customer Acquisition, Marketing

JEL Classification: M310

Paper Classification: Research Paper

Introduction

India is an emerging and developing market. Since the reforms in 1991, it is growing very fast internationally. Consumer's buying behaviour changed. They have more choices and more scope for choosing the right place of shopping. Online shopping is also one of the growing media for shopping. It is a big platform for small as well as big marketers to sell their products widely. After the revolution of the internet, a large percentage of the population subscribes to the internet. Growth of Smartphone is also a base for the growth of online shopping. People have high living standards than before, and their purchasing power has also increased. By this medium consumer get more varieties of products at a good price. Apart from this, consumers also like the traditional ways of shopping like from mega malls and brick & mortar shops. They like to feel and touch the product and sometimes consumers want the product instant with no waiting time.

Due to the busy lifestyle people do not have so much time to go out in traffic and purchase items with a long queue, so they opt for the online shopping with discounts and offers the e-channel provide and they use this time for their family and friends. This study reveals the fact that in modern time consumers like both the mediums of shopping equally. Both the mediums have their liking and disliking factors.

Literature Review

Consumer Behaviour drives the market like what consumer wants, what they need, what they demand. The whole market depends on the same. The two ways consumers can shop in today's environment is either online or offline. Others are the types of these two. These two markets have their strong competition for attracting the customers towards them. For that purpose, these two are using different strategies. From customers point, they will spend a lot of time for the product's options which are high on demand and the price on discount that will reach according to them. Many factors are studied for the comparisons of these two modes of purchase, some of them are as below:

Chiu, Lo, Hsieh, & Hwang (2019) studied that searching product and information about the product is different in online as compared to traditional or offline shopping. Sensitivity about price and perceived cost for search are the two main reasons for differentiating from each other.

Hult, Sharma, Morgeson, & Zhang (2019) current multichannel research is deficient in answering what drives customers' satisfaction, and consequently their loyalty, differently when customers purchase online versus at a physical store. This gap in knowledge can be a significant concern for retailers due to the negative impact of having dissatisfied customers on their bottom lines. Using a version of the American Customer Satisfaction Index (ACSI found in the study that customer satisfaction differs in online and offline shopping. The study found that factors like perceived value, product's quality and expectations of customers strongly influence customer satisfaction. Customers are more receptive for the satisfaction of the product. Demographics and retail areas are the other factors for the difference between the two.

Homburg, Lauer, & Vomberg, (2019) described customer heterogeneity depends upon the market segment. Some markets are more sensitive about prices in online and offline both. Different markets have a different response to the higher prices in the traditional (Brick and Mortar) market. The heterogeneity of the market gives the different demands of the products.

Paul, (2017) study found that the competition increased when multinational firms enter the market and better deals are offered to consumers in growing markets like India. The study found that different factors influence the consumers' shopping preferences at large shopping malls as compared to small Brick & Mortar shops mainly young consumers. The study found that because of the availability of the product's variety mostly young consumers have a preference to shop in large shopping malls having well-known brands at discounted prices.

Park & Kim (2003) developed an empirically validated consumer behaviour model for online shopping. Different factors like security, interface quality, site awareness distress the customers for online shopping. The author found that relational benefits and information satisfaction play an important role in customer online shopping behaviour.

Lian & Lin (2008) studied the popularity of online shopping increased after the growth of the internet.

Filieri & Lin (2017) studied that young Chinese are more concerned about brand popularity, design of the product for the repurchase of Smartphone. Socio-cultural influence, aesthetics and branding play an important role in repurchasing behaviour of young Chinese for Smartphone.

Dai, Arnulf, Iao, Wan, & Dai (2019) studied the difference in attitude for online shopping according to gender in China. The study found that females wanted but have disliking attitude towards online shopping there.

Hansen & Jan (2009) revealed about gender differences in online shopping behaviour. In purchasing clothing online, perceived behaviour for selecting items is an important barrier for women. It has less significant affect on men for purchasing. The study revealed that women's perceived behaviour for shopping online is different than men.

Vimala, (2016) studied that enhanced and modified internet security (hi-tech security measures such as Internet scam protection, hacking detector and anti-virus protections etc.) can attract the existing and prospective customers towards using technology or internet for online consumer behaviour.

Lee & Lee (2019) found that individual's aesthetics directly affect the attitude for online shopping whereas product's model attractiveness indirectly affects the attitude for online shopping. The author described that in online shopping both sides i.e. product attributes and individual's attitude affect the behaviour.

Al-Debei, Akroush, & Ashouri, (2015) studied and examined that attitudes towards online shopping is increasing and successful. Attitudes towards online shopping are mainly a function of trust and perceived benefits. Perceived web quality and eWoM affects the trust of online consumers.

Pandeya A., Parmar J.S. (2019) explored the factors affecting online shopping are availability of products, effects of website design, customer satisfaction and economic factors.

Swapana M., Padmavati C. (2017) found in their study that online shopping is increasing rapidly and the factors like convenience, service quality, accessibility and motivation affect the shopping behaviour of the consumers.

Research Gap

However, numerous theories have been studied for online and offline shopping separately, but no theory is covering the differences between the two and the different factors affecting the shopping behaviour of the two modes. After reviewing the literature, it is clear that consumer prefers both the ways of shopping, but the study examines what are the factors which are influencing the customers for choosing between the two-shopping mode and what are the perceptions that consumers are having for the two modes of shopping behaviour in the 5 metro cities in India?

Research Objectives

1. To analyse the factors affecting behavioural shift from Traditional to Online Shopping of 5 Metro cities Mumbai, Bangalore, and Delhi & NCR, Ranchi and Jaipur in India.
2. To find the difference in consumer behaviour in both the modes of shopping for the apparel of 5 cities.

3. To analyse the perception of consumers of 5 Metro cities for online shopping.

Conceptual Development: Method and Hypothesis

This section describes a study undertaken to understand the online and offline shoppers. It describes the difference between the buying behaviour of consumers of 5 cities of India taken from each zone (East, West, North, and South) are Ranchi, Delhi, Jaipur, Bangalore and Mumbai conducted in the apparel context.

Research Methodology

The research methodology is divided into four systematic stages as mentioned below:

- **Questionnaire**

The study used a self-administered systematic questionnaire. Likert scale was used to measure the attitude of respondents for getting an indication of their level of interest in the area of online and offline shopping.

- **Sample and Sampling**

The sample consists of 100 respondents using convenience sampling.

- **Sample Unit**

Any individual or any household who does online shopping also.

- **Data Collection**

Data was collected from five cities i.e. Mumbai, Bangalore, Delhi & NCR, Ranchi and Jaipur from India.

- **Data Analysis**

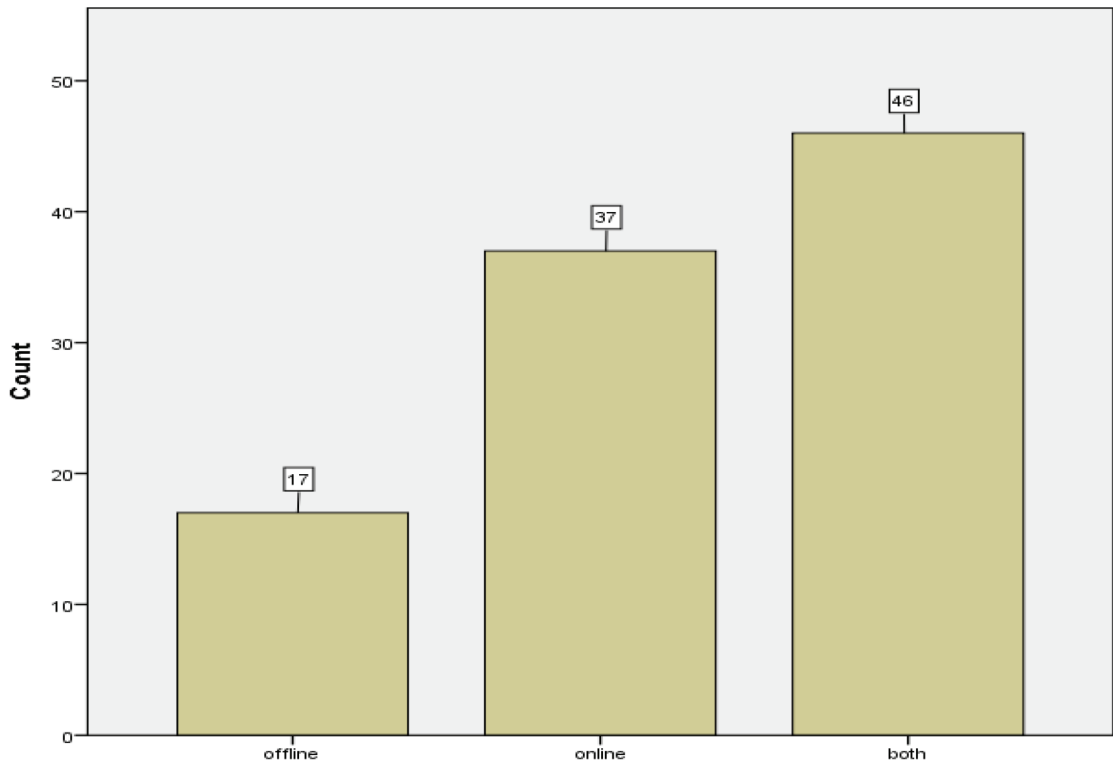
Data analysis was done on SPSS.

Research Findings

Factor analysis was done with the variables consisting of attitude towards the online and offline shopping; from which 8 factors out of 29 has been extracted. The study used the method like paired sample t-test on the online and offline shopping behaviour of customers of 5 cities.

The research findings give convincing evidence that the consumers do have a difference in their behaviour in all the 5 cities of India. In order to examine the consumer behaviour difference, the results of statistical analysis were subjected to determine the existence of variance between online consumer behaviours over offline, or the difference between the consumer behaviour i.e. online shopping and offline shopping is just by chance. The result of the analysis is given below:

Figure 1
How do you like to buy Apparel?



The Figure 1 shows the result that 46% of the population from 5 cities in India do like both the modes of shopping to buy apparel. To analyse further, data reliability test has been done which is shown further:

Reliability Table

Table 1: Reliability Table

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.898	.898	29

The extraversion subscale consisted of 29 items ($\alpha= 0.898$). Cronbach's alphas for the 29 items included the reason for online shopping and reason for offline shopping of 5 cities is 0.898. The data collected from the questionnaire was found to be highly reliable (29 items, $\alpha= 0.898$).

'Principal component analysis' method was used to identify the main variables because the primary purpose was to identify the main factors in this psychological study and to compute scores values for the factors underlying the Initial Eigenvalues indicating that the first eight factors out of twenty-nine explained the evident variance respectively.

Factor Analysis Table

Table 2: Factor Analysis Table

	Component	Extraction	Initial Eigenvalues			Extraction Sums of Squared Loadings		
			Total	% of Variance	Total	% of Variance	Total	% of Variance
1	Waiting Time (Traditional)	0.840	7.074	24.395	24.395	7.074	24.395	24.395
2	More Varieties (Online)	0.833	3.969	13.686	38.081	3.969	13.686	38.081
3	Ease of finding product	0.825	2.763	9.526	47.607	2.763	9.526	47.607
4	Assurance of on time delivery	0.809	2.112	7.281	54.889	2.112	7.281	54.889
5	Convenience	0.799	1.806	6.228	61.117	1.806	6.228	61.117
6	Response time like website download, waiting time etc.	0.778	1.320	4.552	65.669	1.320	4.552	65.669
7	Availability of products that are not available in the store	0.777	1.256	4.332	70.001	1.256	4.332	70.001
8	A lot of mental effort (traditional)	0.776	1.076	3.710	73.712	1.076	3.710	73.712

Twenty-nine questions describing the reasons for shopping online and offline were factors analysed using 'principal component analyses'. The result of analysis extracts eight factors which are explaining a total variance of 73.712% from the given entire set of variables. Factor 1 was labelled online shopping behaviour reasons for online shopping owing to the high loadings by the following items: more varieties (online), ease of finding product, assurance of on-time delivery, convenience, response time like website download, waiting time, etc. and availability of products that are not available in store. This first factor explained 45.607% of the variance. The second factor derived was labelled as the reason for offline shopping. Further factors were labelled as such due to the high loadings by the following factors: more varieties and a lot of mental effort.

The variance of these factors was 28.105%. The commonalities of the total variables included in the study have a great score with the other associated variables in the analysis. These results indicate that co-relation between the chosen variables for the study is highly convincing. Although KMO and Bartlett's test for data sampling was done that indicates that the set of variables are highly adequately related to the sample data.

Hence these results identified the two clear patterns from respondents of 5 cities in India for the shopping behaviour. These are

- Reasons for online shopping and
- Reasons for offline shopping in 5 cities in India.

These two tendencies are correlated with one another.

Hypothesis for the framework

H0: There is no significant difference between online and offline consumer behaviour in 5 cities.

H1: There is a significant difference between online and offline consumer behaviour in 5 cities.

To check the difference between the two responses paired sample t-test was applied on the extracted factors from factor analysis. Tables are listed below:

Table 3: Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Traditional Factor	8.08	100	2.481	.248
	Online Factor	19.95	100	3.778	.378

1. Since N=100, the study doesn't consist of any missing values on the test variables and
2. As expected, the mean reaction Online Factors (19.95) is higher than Traditional Factors (8.08).

Table 4: Paired Samples Test

		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Traditional Factor - Online Factor	-11.870	4.230	.423	-12.709	-11.031	-28.062	99	.000

1. Traditional Factors like waiting time and a lot of mental efforts are less significant than online factors like more varieties, ease of finding a product, assurance of on-time delivery, response time like website download, availability of product that is not available in store.
2. The p-value denoted by "Sig. (2-tailed)" is 0. So, if the population means are equal, there's a 0% chance of finding this result. Therefore, the null hypothesis is rejected. There is a significant difference in consumer behaviour in traditional and online shopping in purchasing apparel in 5 cities i.e. Delhi, Bangalore, Mumbai, Ranchi and Jaipur in India.

Result

Life with internet has become easy for the consumers of modern lifestyle. Consumers like the way of shopping and the product they get from e-tailers which they cannot get from local brick & mortar stores. A study has been conducted for this revolution from traditional to online shopping behaviour of consumer for apparel in 5 cities in India.

The study has found the result that consumers in 5 cities in India prefer more online shopping for apparel. However, if the entire result is studied about both shopping modes then people like both type of shopping behaviour. In the Figure 1 graph, 46% of the consumers like both types of shopping modes for apparel. For analysing the first objective i.e. to identify the factors affecting the behaviour 29 factors (Table 1) are studied which are reduced to 8 factors (Table 2) which affect the consumers for their shopping behaviour for apparel.

The study found that the perception of the consumers about shopping behaviour for online is more favourable in 5 cities. People like to do online shopping more than offline because of more varieties, assurance of on-time delivery and convenience. Consumers can get more products which they can't get from the local Brick & Mortar shops. Response time like website download and waiting time etc are the triggering factors for the increase in online shopping in consumers in 5 cities. Overall, the result says that consumers feel more convenience in shopping online than the traditional way of shopping.

Discussion

Nowadays customers have different choices in the modern context. They have different ways of shopping. In their day to day life, they are apart from their basic needs. Now they want to fulfil their luxurious needs like modern lifestyle. In modern living, there is a highly competitive environment. Marketers always try to make every effort to differentiate from the competition by attracting customers through differentiated marketing strategies. That will bring them in the eyes of customers and get in the competition.

Due to advancement in technology, online shopping has a sound growth in India. As the topical shopping environment is changing very fast customer satisfaction is very important. Although customer loyalty is also very important in this agile environment old assumptions considering that customers loyalty in shopping behaviour is not much valid. Since E-marketers are using more advanced technologies, leading to the behavioural shift of consumer buying decisions. Customer satisfaction is a more important factor for growing the business. Perceived Benefits, Perceived risk, Behavioural factors, etc. are some important factors to examine. As per literature, these factors do affect consumer behaviour in the modern era. Surprisingly retailers don't have an answer to the question that what are the significant factors that drive customer satisfaction for online vs. offline shopping behaviour?

This research projected on this task for finding the difference between online vs. offline consumer shopping behaviour, enough data was compiled for testing the difference between the two. The study exhibited various significant variables that encourage the differences in online and offline consumer shopping behaviour. The study endows with resulting variables that show the differences between the two-mode of shopping generally endure due to perceived behaviour, technological behaviour and other important factors which affect the same. And a broader product category is also an important factor which stimulates online shopping behaviour. The results for the study reveal that a lot of mental effort and waiting time in customers changing lifestyle are stronger drivers of customer satisfaction in the offline purchases, while more varieties and convenience are the significant variables leading to the consumer's satisfaction in the online purchases. In addition, when customers purchase online, they are more sensitive about making purchase decisions from the web-retailers. In the 5 metros of India, there are equal results like due to the modern lifestyle people prefer to shop online as compared to offline. Although waiting time and a lot of mental efforts can be the main strength of offline shopping but availability of products that are not easily available on the stores, more varieties are the main strength of the online shopping behaviour.

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Annexure

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.674
df	406
Sig.	.000

Descriptive of 8 factors

Factors	city	N	Mean	Std. Deviation
A lot of mental efforts	Mumbai	20	3.85	1.663
	Bangalore	19	4.16	1.675
	Delhi	21	3.90	1.546
	Ranchi	21	5.05	1.071
	Jaipur	19	4.21	1.134
	Total	100	4.24	1.478

Ease of Finding products	Mumbai	20	5.45	.826
	Bangalore	19	5.79	1.084
	Delhi	21	5.86	1.014
	Ranchi	21	5.62	.669
	Jaipur	19	4.53	1.504
	Total	100	5.46	1.132
Assurance of on-time delivery	Mumbai	20	4.10	1.997
	Bangalore	19	4.42	1.575
	Delhi	21	4.43	1.363
	Ranchi	21	4.90	.539
	Jaipur	19	3.42	1.465
	Total	100	4.27	1.510
Availability of products that are not available in the stores	Mumbai	20	5.45	1.276
	Bangalore	19	5.58	1.121
	Delhi	21	5.33	1.155
	Ranchi	21	4.48	.928
	Jaipur	19	4.37	1.461
	Total	100	5.04	1.279
Response time like website download, Waiting time etc.	Mumbai	20	3.90	2.315
	Bangalore	19	4.63	1.571
	Delhi	21	4.57	1.207
	Ranchi	21	4.33	.577
	Jaipur	19	4.16	1.642
	Total	100	4.32	1.550
Waiting Time	Mumbai	20	4.70	1.455
	Bangalore	19	4.32	1.701
	Delhi	21	4.67	1.317
	Ranchi	21	1.86	1.590
	Jaipur	19	3.74	.933
	Total	100	3.84	1.768

More Varieties	Mumbai	20	4.95	1.605
	Bangalore	19	5.26	1.240
	Delhi	21	5.24	.700
	Ranchi	21	5.76	.768
	Jaipur	19	4.37	1.606
	Total	100	5.13	1.292
Convenience	Mumbai	20	4.15	1.226
	Bangalore	19	4.11	1.629
	Delhi	21	3.71	1.648
	Ranchi	21	4.95	1.117
	Jaipur	19	4.37	.831
	Total	100	4.26	1.368

Author's Profile

Anuradha Yadav is a Research Scholar in Marketing having more than 6 years of experience, in teaching and corporate. She has qualified UGC NET and done B.Ed. She has undertaken training project for HCL, Dehradun while doing her MBA. She has also presented report on Employee's satisfaction based on her research and analysis. She is pursuing Ph.D in Marketing from GD Goenka University, Gurugram. She has presented several research papers in National and International Conferences and has published many research papers in renowned journals.
