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Social Media Impact On Online Shopping Behavior Of Apparels And Accessories Among Youth – A Review

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ABSTRACT

Impact of social media platform like Face-book, Tweeter, Linked-in, Blogs and Instagrametc. have been a primary vehicle for the promotion of businesses as it allows consumers engage in a discussion about a product or service which they like or intend to purchase and this influences behavior especially among youth.The most important role of social media has changed e- market by way of how consumers and marketers communicate. Consumers in social media have the power to influence other buyers through reviews of the product or services used.Consumers are also influenced by other psycho-social characteristics like;income, company presentation or brands presence on social network, demographic variable likeage, sex, income etc.method of payment and type of store online or physical. Social media tools have influenced more consumer shopping behavior especially among youth over the last 3-4 years especially after COVID -19 crisis. The aim of the paper is to review the study of   impact of social media on online shopping behavior of apparel and its accessories among youth. For this paper secondary data have been used and researcher has tried to review studies on online shopping behavior which has already done.

Key words: Social-media, Consumer shopping behavior, Impact, E- market,Youth

INTRODUCTION

Online shopping is the easiest and comfortable way of shopping sitting at home. You don't have to get ready for the market and book a taxi to reach the place. The products you want to buy are just a click away through the various online shopping Apps on your mobile phones or laptops. With increased businesses and technology, people are switching from traditional way of shopping to online shopping among youth especially during COVID-19 crisis. This is possible only because of internet that connects everyone with such online sources of E- markets. With internet associated PCs, telephones or tablets with accessibility Wi-Fi in numerous areas online access for online shopping is as of now not an issue in-spite of the fact that security has turned into a main pressing issue for purchases and organizations.

We can shop any apparel and accessories anytime from anywhere through online shopping sites or Apps. There could be no greater spot to purchase apparel and its accessories, which are accessible to you in a split second, when the installment goes through. Consumers don't need to remain in lines in real money counters to pay for the items that have been brought by them.

Online shopping or E- shopping as it is commonly called, has come a long way in competing with traditional shopping methods, as this way of shopping has become an important part of modern living where people are looking for faster and secured channel of consuming their products or services.

There are many reasons which influence the online shopping behavior of youth such as better bargaining, easy selection, getting good deals, secured shopping and reasonably good returning policy provided by the online provider which are attracting young generation customers to get obsessed with online shopping.

SOCIAL MEDIA ROLE IN ONLINE APPARELS SALES

After E-shopping and mobile shopping, one thing that is taking the clothing retail industry bya storm is social shopping. It is a new way to shop online by interlinking retailing with social medianetworking sites. While shopping, one question that is inevitable to ask is "How does this look?" withthe help of social media, whether one is buying in-store or online, they can consult friends andfamily before purchasing a garment.

Online retailers are boosting their sales and enjoying the rewards by leveraging on theirsocial presence on networking sites. Increasing customer interaction plays an important role in increasing sales in clothing retail. A research study done by eBay (2013) estimates more than $ 3 billionevery year to be the future market for social media in retail. Shopping for clothes is a way tosocialize and apparel retailers are clouting on it to build a social shopping platform. Purchasing ofconsumable goods which mainly depends on style, choice and fashion of the modern civilization like. Apparels are based on consumers' psychology whether to make demand or not; it is undeniablybecoming a part of consumer behaviour analysis. Therefore, it has become very crucial thatmanufacturers of Apparels should be acquainted with the perceptions and attitudes of therespective consumer.

Recent insights published by social media analytics firm.Haque et al (2015) reveal that the top 10American clothing and accessories brands on Face book have an average of 14.7 million people followers. Some of the top names in this regard belong to Converse, Victoria's Secret and Nike. Asimilar situation plays out in Europe, where the top 10 retail fashion brands on Face book get 12.7 million followers on average.

ONLINE SHOPPING BEHAVIOR

One of the growing areas of E-commerce is Online Buying. More and more consumers areturning to the World Wide Web for their shopping needs, which gives them access to either local or international products with just a click of the mouse. The theme of anytime anywhere shoppingappeals to consumers who cannot take time off their busy schedules to go out and shop. Keepingthis in mind, many online shops have sprung up in cyberspace offering products right from books,music CDs, household goods, groceries to furniture and cars. The consumers can also avail of avariety of services for communication, consultancy and so on. Online retail sales are the fastest growing segment of retailing, outpacing the growth rate ofretailing in general. in early online retailing, a web presence and low prices were believed to be keydrivers of success. More recently beyond having a simple online presence and low prices, service hasbecome essential for creating customer loyalty and improving customer satisfaction. On-lineshopping is a recent phenomenon in the field of E-Business and is definitely going to be the future ofshopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in Indian market, which is a large and strategic consumer market, is still not in line with the global market. Thepotential growth of on-line shopping has triggered the idea of conducting a study on on-lineshopping in India.

Consumer attitudes toward online shopping usually been determined by two factors; one is trustand another is perceived benefits (Hoque, Ali, &Mahfuz, 2015). Therefore, trust and perceivedbenefits seem to be the critical conjectures of consumer behaviour toward online shopping (Al-Debei, Akroush, &Ashouri, 2015; Hajli, 2014). Moreover, information quality, merchandise attribute, website design, transaction capability, payment, security/privacy, delivery, self-consciousness,state of mind, the consumer's time sense and customer service are strongly predictive of online shopping satisfaction (Katawetawaraks& Wang, 2011.

Preference for product/servicewhile respondents were asked to know about the offered goods and services, 33.75% of therespondents preferred Apparels (21.88% male and 11.87% female) and accessories 32.49%(19.37% male and 13.12% female). 20% (16% male and 7% female) respondent preferred onlineticketing. About 11.88% of the interviewees preferred healthcare and fitness products and only1.88% respondents prefer books.Apparels, accessories, and online ticketing are the main three categories that are bringing aboutonline shopping culture among online shoppers. Online shopping tends to grow in the comingyears as consumers want to buy more in the future. Merchants should bring out innovative ways sothat there is a growth in other categories of goods and services

ONLINE SHOPPING BEHAVIOUR FOR APPARELS:

In the retail industry of today, having an internet-based outlet for products can be a vitalpart in defining the amount of success a company has. The fact that internet is one of the mostpopular media sources used today means that companies using it as a way to sell to customers havethe chance of reaching a wider target market than physical stores without such an outlet have.

The Apparel Industry in India (AII) is one of the leading apparel industries in the world. Primarily itwas quite unorganized but the scenario has been changing with time. It was mainly started after theeconomic liberalization of Indian economy in 1991. The opening up of economy gave the muchneededthrust to the Indian apparel industry, which has now successfully become one of the largestin the world.From the past few years fashion retailing sector is aligning with global trends with retailingfirms such as Shoppers Stop, and Crossroads enteringin middle class segment. It is being predictedthat the apparel sector in India will grow at a very fast rate in the next few years. With the change inlifestyle, increase in per capita income and urbanization of the Indian consumers, the attitude ofspending money on fashion related articles such as apparel is increasing a lot.

ANALYTICS:

 Anukriti Sharma in her study on E – Commerce and Online Shopping: Issues and Influenceshad made an attempt to study the recent trends, influences, preferences of customers towards e-commerce and online shopping and given the suggestions for the improvement inonline shopping websites. For making this research successful and worthy, a questionnaire was structured. Through the help of the questionnaire, primary data has been collected. Interviews havebeen taken of 250 respondents. Main inferences of her study revealed that 32.5% of age group 21-30- years were mainly involved in theresearch work for concluding the influences, demands and improvements in onlineshopping.She revealed that female respondents were 180 higher than the male respondents i.e., 70.Online Shopping is preferred by the females rather than males.According to her study the most preferred website for online shopping is home shop,according to the respondents.

 Sanjay Hooda et al. (2012) have also done a study on Consumer Behaviour Towards "E-Marketing: AStudy Of Jaipur Consumers". In their study they have studied awareness of e-marketing among thepeople in Jaipur city. They have also studied the acceptance of e-marketing among consumers andthe impact of e-marketing on purchase decision of consumers. Sample selected comprises ofbusiness professionals, students & other educated people of urban area only. Sample size ofresearch was arbitrarily taken as 75 for the convenience of research data was collected fromrespondents in city malls(City Pulse, Vishal Mega Mart, Inox), cyber cafes including Reliance Web World, Syfy internet café. Main inferences of her study are -According to his study Respondents find e-shopping more convenient because it is timesaving, availability of alternatives to choose from & possibly less expensive products andservices. It was found that 65% were highly agreed on easy accessibility of online products.Further, most of the respondents found online shopping more convenient

&time saving thanbrick & mortar system.Respondents' reaction was mixed regarding price & quality of the products/services offeredonline. 35% of the respondents agreed regarding fair price & 31% on quality of products/servicesoffered, while 28% disagreed on the former & 33% on the later. 37% & 36% of the respondentshad a neutral view on the two attributes respectively.According to his study there was higher percentage of disagreement on "privacy of personalinformation & on time delivery of products/services.

Alka Kumawat and J. K. Tandon (2014) have also done a study on "Factors Influencing Customer's Satisfaction Level towards Online Shopping in Jaipur and Gurgaon."In which they haveexamined the factors influencing customer's satisfaction level towards online shopping in Jaipurand Gurgaon through self-administered questionnaire, which was developed based on priorliterature. In their research a total of 200 customers were randomly selected. The covarianceanalysis demonstrated the most significant determinants of consumers' satisfaction towardsonline shopping. Their results indicated that among total variants availability of unique product,expectation and on time delivery of the product insist customer to shop again from online storesand affects the most their overall experience with the online shopping.

PringalSoni, (2013) in her study on "Virtualization of Indian retail market- Study of factors attractingIndian customer towards online shopping" had tried to found out the most important factors,which influence the customer to online shopping instead of in store shopping in Jaipur City. She hasdone analytical research, gathered data from the sample by questionnaire of 150 respondents andfind out the important factors that make consumer to shop online.

COST FACTORS

As sub factor Price of product and offerings to customers (Discounts and Other) are closelyrelated actually related to the cost of product to the customer. It is a very important factorwhich influences online behaviour.

CONVENIENCE FACTOR

Convenience of shopping without going out, saving valuable time and getting detailedproduct information and onscreen comparison between available Options are three subfactors. They all are concerned with the overall convenience and a better shoppingexperience with a customer, so they are grouped together and named as a conveniencefactor.

PRODUCT ASSURANCE:

Availability of a wide variety of brands and range to choose from and assurance of qualityare concerned with the product, so they are clubbed together in one group and namedproduct assurance.

Swati Chauhan, and Yaduveer Yadav(2011) in their research paper , "Media Collision on The Brain Frame:Impact Of Media on The Consumer Buying Behaviour" tried to enlighten the fact that media can also be a factor which can influence the buying behaviour of consumers in Jaipur city , they have surveyed74 respondents in Jaipur City It was found from the study that 86% of people believed utility of aproduct is the

most important factor in purchase of a particular product whereas 74% of peoplebelievemedia influence is the second most important factor that influences the purchase of aproduct, but yet they have taken media as a common word. They have not clearedthat which kind of media influenced i.e., social media or traditional media.

Sumit Chaturvedi and SachinGupta(2014) in their paperJournal of Business Management, Commerce & Research on the effect of social media on online shopping behaviour in Jaipur city emphasized. It has been found from the above analytical study that E-shopping is more convenient for Jaipurites because it is time saving, less expensive, a greater number of available alternatives &possibly products and services.Mostly age groups of 21-30 years are mainly involved in online shopping in Jaipur City.It has been observed from the above analysis that Online Shopping is preferred by thefemales rather than males in Jaipur City.Education Level is also an important criterion for measuring online buying behaviour ofconsumers. Because only educated people more use the social media &only, they can affectby their marketing. So, it is also a significant criterion for measuring effect.It has been found that most preferred website for online shopping is Homeshop18,according to the respondents in Jaipur City.It has been observed that most of the respondents prefer to buy online weekly.It has been found that most of the respondents are interested to shop ApparelsandAccessories online.Most of the respondents of Jaipur city are agreed that online shopping sites charged fairprices & they also agreed that quality of services of these sites are also good. Most of the respondents of Jaipur city are agreed that these sites do not share and misusetheir personal information & they timely deliver the products to the customers.Cost, Convenience, Seller information, &product assurance are the few factors whichmotivate consumers to go online for purchase.Mohammad Anisur Rahman et al. (2018)also revealed the same study in Cogent Business & Management on Consumer buying behaviour towards onlineshopping: An empirical study on Dhaka city,Bangladesh.

CONCLUSION:

Online marketing through social media is gaining popularity among people specially theyounger generation but in today's scenario to become equally popular among all age groups socialmedia marketing will have to cover a longer distance. People have hesitations in using onlinepurchasing due to security concerns, lack of physical approach towards product offered, delays inproduct delivery along with price & quality concerns. More-over people are more resistant to change& not easily adaptable to newer technology. To make products globally recognized every small orbig, National or International company needs to focus and start selling their products online. Inwhich social media can play a very crucial role so there is a large scope for apparel marketers andretailers to promote their products through social media if designed and processed in the quick,secure and qualitative way. Marketers need to concentrate properly on the requirements of the e-Commerce and online tools and techniques to make wonders and hype their sales. Branding,Product positioning, Awareness of new features in the products etc. all were supported by the helpof online websites.

An assessment of these dimensions revealed that individuals, who purchaseonline, perceived significantly greater benefit in terms of availability, wider selection, meets theexpectation of most of the customers.

In a nut shell we can conclude that online purchasing of apparels has a potential to grow, only proper boosting needs to be done which can be effectively done by social media only, becausethis is the only medium of sales promotions which can be in low cost and maximum reach, howeversocial media is not get so much important in context of metro cities that is why there is a large scopefor social media,& online sales of apparels both at producer and consumer level apart fromgovernment efforts.

Online shopping is more and more driven by the ICT infrastructure development, online paymentsystems and the Internet penetration. Earlier studies showed that unlike brick andmortar shopping behaviour, online shopping behaviour is influenced by net connectivity, websiteaesthetics, security, customers' experience, age and learning curve, etc.Studying these unique characteristics of online shopping and consumer behaviour of online shopperswould benefit the tech-entrepreneurs and policymakers to craft their strategies properly for themarket. The consumer behaviour of online shoppers is young (mostly below 40 years) similar to other parts of theworld. They do online shopping because it saves time, offers home delivery, provides ease inshopping and offers more variety of products for apparels, accessories, and ticketing than thatof brick-and-mortar stores. They mostly rely on price and their experience as the basis of thequality judgment of items in online shopping and for payment system they prefer cash on deliveryoption. Most of the shoppers get the information primarily from Facebook advertisements which ispursued by friends and family by following their "word of mouth" communication. However,privacy and inability to touch and feel are the most disliking factors for online shoppers. Thesefindings of our study have both theoretical and practical implications.

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