

FACTORS IMPACTING ONLINE BUYING BEHAVIOUR OF COLLEGE GIRL STUDENT'S TOWARDS SARI

S.Poongodi* & P.Jayanthi **

Abstract:

Online purchase of sari is gaining popularity due to various reasons like availability of more designs and varieties, quick change to fashion and the like. Accordingly, an attempt has been made in this paper to know the variables that influence the level of preference of college students towards online purchase of sari. Data for the study have been collected from 148 college students through issue of well- structured questionnaire by adopting convenience sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study discloses that majority of the college students prefer to purchase sari through Whatsapp group followed by Face book, Instagram, and online shopping websites. The factors that influence college students to purchase sari through online are good quality, more varieties and designs, more choice, time saving, convenient, durability offers and discounts, free delivery and easy return policy. Chi-square test reveals that age, area of residence, family income per month, year of study, number of female members in the family, usage of internet are significantly associated with the level of preference towards online purchase of sari.

Keywords: Online, Sari, Preference, Factors, Shopping.

*Assistant Professor, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, poongodimuruganantham@gmail.com

**Assistant Professor, PG Department of Commerce-CA, Nallamuthu Gounder Mahalingam College, Pollachi, Tamil Nadu, jayanthi.saraswathy@gmail.com

Introduction

Today online shopping is growing like a world's biggest shopping mall because of the technological advancement, availability of different search engines, easier payment mode, security and customer satisfaction. Online shopping provides all types of goods available in the virtual world and customer can access these shops anytime without stepping out of their home.

The products are displayed with the detailed information about the price and features and customers can explore, analyze and compare similar products and services with other outlet and can make their purchase decisions. Internet is a powerful tool for doing online shopping. Online shopping is not restricted to elite class, person with an average income can also make their own choice. So knowing the preference of online shopping by the students preferably girl students will help the marketers to further develop their marketing strategies to convert their potential customer into active one. So, the study is intended to know the college students preference towards online shopping for sari and to study the motivational factors behind the online shopping.

Review of Literature and Theoretical Background:

Ankita Pareek and Rupal Babel (2021), find that the majority of working women feel more safe and secure and saves money by getting offers and discounts through online mode of shopping before and during covid-19 pandemic. Renuka Sharma and Kiran Mehta (2014), in their research article disclose that majority of the respondents are male students and belong to the age group of 18-25 years. It is also found that majority of the respondents prefer online shopping as it saves time, speed, offers and availability of online payment. Alan Hirst and Ogenyi Omar (2007), in their study reveal that most of the women are part-time workers belonging to the age group of 31-35 years having a positive attitude towards online shopping for apparel.

Methodology

The study is based on primary data which have been collected through issue of well-structured questionnaire. It contains questions relating to personal profile, online buying behaviour, factors that influencing purchase of sari through online. A sample of 148

college students residing in Pollachi Taluk has been selected for analysis by using convenience sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data.

Research Problem

Online purchase has been increasing day-by-day; purchase of sari through online is not an expectation. College girls prefer to purchase sari through online purchase as it save time, availability of more designs and varieties, quick change to fashion, offers, discounts and the like. Though there are many benefits out of online purchase of sari there are few problems like change of design and colour, change of fabric, delay in delivery and the like. Further, satisfaction will be less compared to direct purchase from stores as one cannot touch and feel the sari. So, it is imperative to know: What factors induced college girls to buy sari through online? What is the level of preference for online purchase of sari? To answer the above raised questions the following objective has been framed.

Research Objectives

- To identify the factors that influences the purchase of sari through online.
- To determine the level of preference among college girl students towards online purchase of sari.

Results and Findings

The findings of the study are divided into four part namely, personal profile of the college students, online buying behaviour, factors influencing to purchase sari through online and variables associated with level of preference towards online purchase of sari are showed in the following paragraphs.

(i) Personal Profile of College Girl Students

- Majority of the college girls, 84(56.8%) reside in village.
- Most of the college students, 71(48%) belong to the age group of 17-19 years.
- Majority of the college students, 123(83.1%) are unmarried.

- Most of 51(34.5%) college students are studying II Year.
- Most of their 66(44.6%) monthly family income are up to Rs. 35,000.
- Majority of the girls, 104(70.3%) receive pocket money up to Rs. 1500 per month.
- Majority of them, 103(69.6%) have two to three earning members in their family.
- Majority of the girls, 114(77%) have two to three non-earning members in their family.
- Majority of them 135(91.5%) have two to three female members in their family.

(ii) Online Buying Behavior:

- Majority of the girl students, 77(52%) spend nearly two to three hours per day in internet.
- Most of them, 47(31.7%) know about online shopping through friends.
- Most of the girl students, 83(56.1%) spend less than an hour per day in online shopping.
- Most of the students, 60(40.5%) prefer online shopping occasionally.
- Majority of them, 93(62.8%) spend less than Rs.1000 per month for online shopping.
- Majority of the college students prefer to purchase sari through Whatsapp group followed by Face book, Instagram and online shopping websites.
- Most of the students, 57(38.5%) prefer Amazon website for purchasing sari.
- Majority of them ranked Cotton sari as their first preference followed by Designer, Silk, Synthetic, Kalamkari, Silk Cotton, Handloom, Kota, Banarasi, and Khadi saris.
- Most of the students, 70(47.3%) prefer to buy sari with medium shade.
- Majority of them prefer blue colour as first followed by white, pink, black, green, violet, yellow and red, orange, multi colour, double colour, and maroon.

(iii) Factors Influencing College Girl Students to Purchase Sari through Online:

The factors that influence college students to prefer online shopping are shown below.

Table-1
Factors Influencing College Girl Students to Purchase Sari through Online

| Factors | Highly Agree | Agree | Disagree |
|-----------------------|---------------------|---------------|-----------------|
| Good Quality | 73 (49.3%) | 67 (45.3%) | 8 (5.4%) |
| Reasonable Price | 49 (33.1%) | 90 (60.8%) | 9 (6.1%) |
| Factors | Highly Agree | Agree | Disagree |
| Varieties and Designs | 69 (47.0%) | 64 (43.0%) | 15 (10.0%) |
| Offers and Discounts | 63 (42.6%) | 65 (43.9%) | 20 (13.5%) |
| Durability | 42 (28.4%) | 72 (48.6%) | 34 (23.0%) |
| More Choice | 69 (46.6%) | 62 (41.6%) | 17 (11.5%) |
| Saves Time | 67 (45.3%) | 54 (36.5%) | 27 (18.2%) |
| Convenient | 41 (27.7%) | 77 (52.0%) | 30 (20.3%) |
| Free Delivery | 57 (38.5%) | 50 (33.8%) | 41 (27.7%) |
| Easy Return Policy | 48 (32.4%) | 61 (41.2%) | 39 (26.4%) |

Source: Primary data

It is inferred from the Table: 1, that majority of the college girl students prefer to buy online sari due to its good quality followed by more varieties and designs, more choice, saves time. Most of the college students agree that they purchase sari through online for reasonable price followed by convenient, durability, offers and discounts whereas, most of the college students disagree with free delivery and easy return policy.

(iv) Level of Preference of College Girl Students towards online purchase of Sari:

Chi-square test has been used to test the association between the selected variables and level of preference of college girl students towards online purchase of sari. Level of significance chosen is five percent.

Table-2
Variables Associated with Level of Preference of College Girl Students

| Variables | d.f | Calculated χ^2 Value | Table Value 5% Level |
|--|------------|---|-----------------------------|
| Age | 4 | 11.784 | 9.488 |
| Area of Residence | 2 | 8.369 | 5.991 |
| Marital Status | 2 | 2.459 | 5.991 |
| Year of Study | 2 | 11.325 | 5.991 |
| Family Income Per Month | 6 | 18.234 | 12.592 |
| Pocket Money Received | 4 | 2.246 | 9.488 |
| Number of Female Members in the Family | 4 | 10.235 | 9.488 |
| Frequency of Using Internet | 6 | 14.67 | 12.592 |
| Frequency of Shopping | 4 | 0.738 | 9.488 |

Source: Primary data

It has been observed from Table: 2, that age, area of residence, family income per month, year of study, number of female members in the family, usage of internet are significantly associated with the level of preference of college girl students towards online purchase of sari.

Suggestions:

Based on findings of the study, the following suggestions have been made:

- Delivery service should be improved in rural area.
- Delivery time cycle should be reduced.
- Improve the security system for safe shopping.
- Free shipping for all purchase.
- Provide more variety and designs of saris.

Conclusion:

Due to innovation in technology and changing buying attitude of youngsters, online shopping has gained importance in this era. In this context, the present study is undertaken to ascertain the college girl students' choice for online sari shopping. The studies shows that that age, area of residence, family income per month, year of study, number of female members in the family, usage of internet are significantly associated with the level of preference of college girl students on online sari purchase. It is found from the study that most of the girl students prefer blue colour, saris with medium shade and prefer cotton fabric. This study may be useful to the sellers in online to know the preference of college girls on saris. This study will also be helpful to the girl students themselves to know what all the various factors they should consider while purchasing sari through online.

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