

A STUDY ON IMPACT OF ONLINE SHOPPING OF READYMADE GARMENTS IN THIRUNELVELI DISTRICT

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ABSTRACT

Electronic commerce is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sale of readymade garment through the web have been increasing dramatically over the last few years. The availability of online shopping of readymade garments gives the freedom to shop at your own place and convenience. It is very rare to find any at the stores that are open 24/7. It can help the customers to get the products and it can save the time for shopping. The disadvantage of online shopping of readymade garments is trust. For, this study both primary and secondary data has been used. The sample size of 60 was stipulated through convenience random sampling method from the total population in Thirunelveli District.

Key words: Consumer, Online Shopping, Availability, Products, Garments.

INTRODUCTION

Online shopping (Or e-tail from electronic retail or e-shopping) is a type of e-business which permits buyers to straightforwardly purchase merchandise and administrations over the web through a virtual shop. Some of the main online stores at present in India are Amazon, Flipkart, Snapdeal, Homeshop 18, Myntra and so on. Retail is a procedure of offering merchandise and services to clients through various channel of dissemination. Retail locations might be little or huge; however, they for the most part work in the same line as "obtaining to deal". Retail type of business is as old as human progress and is the most essential type of business.

STATEMENT OF THE PROBLEM

Online shopping is being flexible to everybody with various aspects. Nowadays, People at all level purchasing garments through online and that's due to user friendliness. But the aspects to be look over the garments that we purchase wouldn't able to cross check by the user that might leads to various disadvantages. In order to find the factors that are influencing positively or negatively, this topic is being chosen for research.

REVIEW OF LITERATURE

- **Anila Amitha George (2021)** in her study entitled “A study on the affinity of youth towards branded apparels in Thrissur District” In her study she discussed and analysing buying behaviour of youth will help the brands to find out the unfulfilled demands in the market easily, leading to a better understanding of demands of the youth. She took 30 respondents for her study. This study summarize the various factors influencing consumer buying behaviour of youngsters in Thrissur district and their choice of preference on various dress collections, their attitude towards online shopping. The overall study reveals the consumer decision offer apparel purchase among their preference on apparel purchase at different occasion. The consumers enjoy shopping mostly with their friends and family members.
- **Hamil and Ahamed Anis Fathima (2020)** in their study entitled “A Study on Attitude of Women Towards Returning the Garments in Tirunelveli Corporation” This study is made to know the buying frequency of clothes, Know the returning frequency of women buyers with reference to various kinds of dresses and also the factors influencing the exchanging attitude. Sampling unit is persons who buy or return garments. Simple random sampling method is followed. The data is gathered by both primary and secondary data. This research is limited itself to consumer behaviour in retail readymade garments

OBJECTIVES OF THE STUDY

- To study the demographic profile of the respondents.
- To study the factor influencing to purchase online shopping.
- To identify the difficulties faced by the customers while online shopping of readymade garments in Thirunelveli District.

RESEARCH METHODOLOGY

Data Collection

Primary data were collected with the help of a globally accepted structured questionnaire. Secondary data collected from various sources such as articles and websites, etc.

Sample Design

It is difficult to study the entire youth population of Thirunelveli district, which is a time consuming process. So, a representative sample was drawn out and study was conducted on the sample to bring out the results.

Sample Size

A sample of 60 consumers from Thirunelveli District is taken as the sample size for the purpose of the study.

Sample Technique

Sample has been selected using a simple random sampling technique.

RESULTS AND DISCUSSION

The data collected has been presented in the form of various tables. For the purpose of analysis and interpretation various statistical tools like mean score, percentage are applied.

AGE WISE CLASSIFICATION

TABLE 1

S.NO	AGE	RESPONDENTS	PERCENTAGE
1	Below 20	3	5
2	20-30	21	35
3	30-40	30	50
4	Above 40	6	10
TOTAL		60	100

Source: Primary Data

From the table it shows that, 50 percent of respondents are under the age group of 30-40. Only 5 percent are under the age group of below 20. 35 percent of respondents come under the age group of 20-30 and 10 percent of respondents comes under the age group of above 40. So it can be concluded that most of the respondents are under the age group of 30-40 years respectively.

GENDER WISE CLASSIFICATION

TABLE 2

S.NO	GENDER	RESPONDENTS	PERCENTAGE
1	MALE	12	20
2	FEMALE	48	80
TOTAL		60	100

Source: Primary Data

From the table, 80 percent respondents are female. While male consists of only 20 percent. Thus, it can be concluded that majority of respondents are female.

FREQUENCY OF PURCHASE

TABLE 3

S.NO	FREQUENCY	RESPONDENTS	PERCENTAGE
1	Daily	6	10
2	Weekly	9	15
3	Monthly	36	60
4	Yearly	9	15
TOTAL		60	100

Source: Primary Data

From the above table it can be showed that the purchase behaviour of majority of respondents 60 percent is monthly. Only 10 percent are purchase daily, 15 percent of respondents are purchase weekly and yearly basis.

FACTOR INFLUENCING TO PURCHASE ONLINE SHOPPING OF READYMADE GARMENTS

TABLE 4

S.NO	FACTORS	MEAN SCORE	RANK
1	Perceived ease of use	62.10	I
2	Perceived risk	60.45	II
3	Perceived usefulness	53.95	VI
4	Effect of website design	50.58	VII
5	Economic factor	57.56	V
6	Availability of products	59.75	III
7	Customer satisfaction	58.12	IV

Source: Primary Data

This analysis appears to show that the ingredients for, factor influencing to purchase online shopping of readymade garments seems that perceived ease of use has the highest mean score of 62.10. The second most influential factor is perceived risk with the highest mean score of 60.45, followed by availability of products with the mean score of 59.75. Fourth rank is for customer satisfaction with the mean score of 58.12. Fifth rank is for economic factor with the mean score of 57.56. sixth rank is for perceived usefulness with the mean score of 53.95. Least rank is for effect of website design with the mean score of 50.58 respectively.

PROBLEMS FACED IN ONLINE SHOPPING

TABLE 5

S.NO	PROBLEMS	RESPONDENTS	PERCENTAGE
1	Product arrival	3	5
2	Product arrive in damage	3	5
3	Wrong product	3	5
4	Not quality	12	20
5	No problem	39	65
Total		60	100

Source: primary Data

From the table, it is clear that majority (65 percent) of respondents are satisfied in online shopping of readymade garments. 20 percent responds that no quality garments available in online shopping.

FINDINGS

- Most of the respondents are under the age group of 30-40 years respectively.
- It can be observed that, 80 percent respondents are female.
- 60 percent of the respondents purchasing behaviour would be on monthly basis.
- Factor influencing to purchase online shopping of readymade garments seems that perceived ease of use has the highest mean score of 62.10 and least rank is for effect of website design with the mean score of 50.58 respectively.
- It is clear that majority (65 percent) of respondents are satisfied in online shopping of readymade garments. 20 percent responds that no quality garments available in online shopping.

SUGGESTION

- ❖ Proper safety measures should be adopted to prevent online fraudulent activities.
- ❖ More promotional activities are needed to catch prospective customers in the area of online shopping of readymade garments.
- ❖ Find and remove unauthorized sellers from the shopping site to ensure the quality of products.

CONCLUSION

The study was carried out in Thirunelveli District to study on Impact of online shopping of readymade garments. This was done using a detailed questionnaire. Nowadays, online shopping is trending. Since, it is very convenient and stress free, it's also affordable and can find lots of varieties in there. Based on our observation many people prefer to use it rather than go to the market place and malls. The disadvantage of online shopping of readymade garments is trust. Sometimes they deliver the garments with damaged one and also this study found that, the customers should aware of online fraudulent activities. So, overall the study says majority of the respondents were preferring online shopping rather than direct shopping. Because online shopping is very useful and convenient for the customers.

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