



DIGITAL TRANSFORMATION OF ONLINE CONSUMER BEHAVIOUR OF THE FASHION INDUSTRY IN CHENNAI CITY

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Abstract

The fashion business has seen a change in consumer purchasing habits due to technological innovation. Customers can use digital devices to discover, see, and purchase the items they need from anywhere without having to visit a real store. Additionally, it allows retailers greater opportunities to market their goods online to a larger audience and increase sales. However, it could be quite difficult to differentiate your brand in the congested online fashion market when so many brands are vying for consumers' attention. By employing sensible and appropriate marketing tactics, you may set yourself apart from the competition. This study is focused on the online consumer behaviour of the fashion industry in Chennai city. Descriptive analysis are used and 250 respondents are used in this study by random sampling method. Both Primary and Secondary data's are used in this study. By combining grouping statistics with an independent Chi Square test, the analysis revealed that consumers prefer to find and search for fashion things online. They are also quite familiar with the products available on the web and encounter no difficulty while purchasing fashion items there.

Key Words: Fashion Industry, Consumer Behaviour, Online Purchase Introduction.

Clothing, footwear, lifestyle, accessories, make-up, hairstyles and body posture are all forms of self-expression and autonomy throughout a certain time and it placed in a specific context. The phrase alludes to a style that has been designated as trendy by the fashion industry in all over the world. The fashion system (business and media) makes anything that is deemed fashion accessible and it is popular. Sustainability has emerged as a critical concern among governments, brands and consumers due to the development in mass production of goods and clothes at cheaper prices and on a worldwide scale of the fashion products. Even though the terms "fashion," "clothing," and "costume" are sometimes used interchangeably, they are not the same thing. Costume now refers to the fancy dress or masquerade wear; clothing denotes the material and the technical garment are devoid of any social significance or ties. Contrarily, fashion refers to the social and temporal framework that shapes and "activates" clothing as a social signifier within a certain moment and context.

Fashion industry

The current expressions being sold by the fashion industry are referred to as the fashion. The modern era gave rise to the global fashion business. Since the middle Ages, guilds have ruled over tailoring in the West. However, as the industrialism developed, the guilds' influence waned. Prior to the middle of the 19th century, most clothing was created to the order. It was constructed by hand for specific people, either at home or upon request from dressmakers and tailors in their fashion. In the 20th century, clothing became more and more mass-produced in the standard sizes and sold at set prices due to the development of new technologies like the sewing machine and the expansion of global trade, the factory system of production and the growth of retail outlets like in department stores.

The four stages of the fashion industry are as follows:

- The process of producing raw materials, mostly fibre and textiles, but also the leather and fur.
- The process through which fashion products are created by the designers, producers, contractors, and others.
- Sales at retail.
- Several types of promotion and advertising.

The many levels of emphasis in the fashion business are made up of the numerous independent yet interconnected sectors. These industries include of the fashion manufacturing and retailing, textile design and production, marketing and merchandising, fashion shows, and media and marketing. The objective of each sector is to meet customer demand for the clothing in ways that allow players in the market to turn a profit.

Digital Marketing

Digital marketing is a type of marketing that enables a brand to communicate with its target audience through advertising or retail. So it's clear that everyone, whether a person, business, or start up in the fashion industry, can gain greatly from digital marketing. In addition, there are a plethora of other strategies it can use to connect with your target audience, including email marketing, website marketing, SEO, social media marketing, periodicals, newsgroups, and more.

Fashion digitization aids brands in understanding a sector that is constantly evolving

Fashion is regarded as a difficult industry that is very reliant on trends and consumer behaviour. Many brands have made a number of improvements to their capabilities and speed to market in order to take advantage of the market's cost-effectiveness and growth of the potential. These companies are researching the cutting-edge technologies and using them in their operations. Manufacturers of the personalised apparel, for instance, are focusing on product design and supply chain procedures for getting the special, uncommon or fabric that customers want.

Objectives of the study

To know about the fashion industry market digitalization in Chennai city.

To analyse the consumer behaviour towards online shopping of fashion industry in Chennai city.

Research Methodology

This study is focused on descriptive research design was used. Primary data was collected with the help of questionnaire. The current study is mainly based on primary data and examines the factors which influence the consumers regarding behaviour of purchase. The secondary data's are used in this study collected from Journals, Newspapers, Magazines, and Websites etc. The area selected for this study is Chennai City. There are 250 respondents are used in this study and it is in random base sampling. Tools used in this study are Group Statistics with Independent Chi square.

Review of Literature

Manilal Dhurup (2014) According to the author, this study adds to the growing body of the literature by examining the relationship between three different human behaviour traits hedonism, fashion involvement, emotional gratification and impulsive buying among a cohort of the university students. The study, which employs a quantitative approach and it is situated within a post-positivist paradigm, uses a quantitative approach. 385 randomly selected students from a South African university who had registered in 2013 made up the group. Descriptive statistics were used to describe the composition of

the sample. Correlations and regression analysis were used to look at the relationships between the constructs. Validity and reliability were assessed using confirmatory factor analysis and Cronbach alpha values. The results show a positive relationship between the hedonic, fashion interest, emotional gratification, and impulsive buying behaviour among the university cohort for the three independent latent variables.

Udayangani Rathnayaka (2018) the researcher examined that the main goal of the study is to determine how the internet marketing has affected customer behaviour, particularly with regard to the retail fashion business. Based on the findings of the secondary data analysis, secondary sources of the data were used in the study. In light of this, the research study examined how consumer behaviour has been impacted by the digital marketing on the retail fashion industry. It also examined how these changes have affected the industry. The study was recommended customer relationship marketing as a tactical response to these changes. Additionally, it has to identify how professional marketers' abilities, attitudes, and behaviour should be changed in order to strategically plan customer relationship marketing for the retail fashion business on the digital platform.

Saamarth Gandhi (2020) The author focused on the high level of competition, the high expectations of the consumers, and how merchants and marketers always look for ways to improve their customers' share of wallet in order to growth of sales. Fundamentally, the study's findings indicated that the two most important outside factors were a decline in expenses and an overall improvement in the retail environment. Men are also more prone to shop impulsively than women are. Customers commonly engage in the positive impulse behaviour when buying clothing and footwear. Last but not least, the study offered proof showing how the growth of e-commerce favourably impacted the consumers' propensity for impulse buys, with Heavy Discounting acting as its primary motivator.

Shaifali Chauhan , Richa Banerjee , Mohit Mittal (2020) According to the authors, they wanted to know how consumers' cognitive dissonance was impacted by the internet advertising, hedonic buying value and utilitarian shopping value. 338 replies from the fashion apparel buyers were given; the majority of the respondents are from the central part of India. The simulation's results show that the cognitive dissonance and impulse buying are significantly predicted by online advertisements, utilitarian shopping value and hedonic shopping value. Impulse purchasing also has a beneficial mediating effect on the correlations between the parameters. Therefore, their research suggests that a complex representation might aid in our understanding of client purchase behaviour. This research has significantly advanced the authors' understanding and helped marketing experts focus on important facets of consumer purchase behaviour.

Analysis and Interpretation

Group Statistics

	Age	N	Mean	Std. Deviation	Std. Error Mean
Do you regularly engage in online shopping?	Below 18	46	1.0000	.00000 ^a	.00000
	18-25	77	1.0000	.00000 ^a	.00000
Categories of goods are you more likely to purchase	Below 18	46	1.8478	.96534	.14233
	18-25	77	2.8961	.91168	.10390
Frequently of buying fashion items in online	Below 18	46	1.7174	.77926	.11490
	18-25	77	3.5065	.70006	.07978
Good service when purchasing online for my needs.	Below 18	46	1.0000	.00000	.00000
	18-25	77	1.0909	.28936	.03298

When I shop online, I see promotions and advertisements that are customised to my needs.	Below 18	46	1.0000	.00000	.00000
	18-25	77	1.0909	.28936	.03298
I receive a lot of information on the features and benefits of the products when I shop online.	Below 18	46	1.0000	.00000	.00000
	18-25	77	1.0909	.28936	.03298
I receive enough details to finish my transaction.	Below 18	46	1.0000	.00000	.00000
	18-25	77	1.0909	.28936	.03298
There are no risks when shopping online, therefore it can be trusted.	Below 18	46	1.0000	.00000	.00000
	18-25	77	1.0909	.28936	.03298

a. t cannot be computed because the standard deviations of both groups are 0.

The above table showing the group statistics, in this analysis the researcher taken age as a group statistics to compare all other variables in the above list mentioned and the table showing the mean, standard deviation and errors of the variables.

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Categories of goods are you more likely to purchase	Equal variances assumed	2.035	.156	-6.036	121	.000	-1.04828	.17368	-1.39212	-.70444
	Equal variances not assumed			-5.949	90.515	.000	-1.04828	.17622	-1.39834	-.69822
Frequently of buying fashion items in online	Equal variances assumed	1.633	.204	13.142	121	.000	-1.78910	.13613	-2.05861	-1.51959
	Equal variances not assumed			12.790	86.894	.000	-1.78910	.13988	-2.06713	-1.51108
Good service when purchasing online for my needs.	Equal variances assumed	22.347	.000	-2.127	121	.035	-.09091	.04274	-.17552	-.00630
	Equal variances not assumed			-2.757	76.000	.007	-.09091	.03298	-.15659	-.02523
When I shop online, I see promotions and advertisements that are customised to my needs.	Equal variances assumed	22.347	.000	-2.127	121	.035	-.09091	.04274	-.17552	-.00630
	Equal variances not assumed			-2.757	76.000	.007	-.09091	.03298	-.15659	-.02523
I receive a lot of information on the features and benefits of	Equal variances assumed	22.347	.000	-2.127	121	.035	-.09091	.04274	-.17552	-.00630

the products when I shop online.	Equal variances not assumed			-2.757	76.000	.007	-.09091	.03298	-.15659	-.02523
I receive enough details to finish my transaction.	Equal variances assumed	22.347	.000	-2.127	121	.035	-.09091	.04274	-.17552	-.00630
	Equal variances not assumed			-2.757	76.000	.007	-.09091	.03298	-.15659	-.02523
There are no risks when shopping online, therefore it can be trusted.	Equal variances assumed	22.347	.000	-2.127	121	.035	-.09091	.04274	-.17552	-.00630
	Equal variances not assumed			-2.757	76.000	.007	-.09091	.03298	-.15659	-.02523

Interpretation of Independent Samples Test

The above table showing the Independent Samples Test showing the non-significant values are in the first two variables (Categories of goods are you more likely to purchase & frequently of buying fashion items in online) and other variables (Good service when purchasing online for my needs, When I shop online, I see promotions and advertisements that are customised to my needs, I receive a lot of information on the features and benefits of the products when I shop online, I receive enough details to finish my transaction & There are no risks when shopping online, therefore it can be trusted) are showing significant values. In the second significant test all the variables are showing significant in their nature.

Conclusion

Fashion digital marketing is the online promotion of apparel that can be viewed on digital devices such as wearable's, smartphones, tablets, smart TVs, laptops, and computers. Digital marketing for fashion firms has the potential to be a very effective tool if done correctly. With the use of special offers, you may increase brand recognition, reach your target market, win over customers, and increase sales. We can say online shopping of the consumers experiences encourage customers to make repeat purchases as well as increase their propensity to recommend your company to others or leave a good review.

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