Analysis of Factor Influencing Consumers' Attitude towards Fashion Shopping Online

Literature survey

The study aimed to examine the factor influence of consumers' attitude towards purchasing fashion products online. The research model applying with respect of Theory of Reasoned Action (TRA) is effectively used to achieve the purpose of this study. A total of 322 respondents were studied. The findings of the study were that female respondents were more aligned towards online fashion shopping than men. Plus the highest shoppers lie among 25-30 years age group. According to the study product performance and financial risk hold more significance to users than convenience, privacy risk and hedonic motive.

Article 2: (Seock, 2006)Attitude toward internet websites, online information search, and channel choices for purchasing

The purpose of this study was to examine the influence of attitude of consumers towards particular clothing websites. The study was conducted on 414 US students who were multi channel shoppers. The researcher studied the relationship between intention to search and intention to purchase from their favorite clothing websites. The findings showed that there was a positive effect on their intentions to search for information and the intentions to purchase on their favorite websites once they find the items there.

Article 3: (Viswanath Venkatesh, 2003)Turning Visitors into Customers: A Usability-Centric Perspective on Purchase Behavior in Electronic Channels

The purpose of this study was to develop a theoretical model to predict purchasing behavior in consumers. Product attributes and individual characteristics were weighted on five usability criteria's. A field study was conducted on 757 customers and later on 370 of them gave their assessments after their transition from visitor to customer. The model was successfully prepared there on and used in firms to assist B2C channels to improve their usability characteristics as the study stated their importance.

Article 4: (Kim, 2012)Predicting purchase intention for private sale sites

The study aims to explore the impacts of various consumer characteristics such as fashion leadership, impulse buying, bargain shopping along with website attitude and visit frequency. Data was collected from 164 female respondents who participated in online shopping site purchases. The research showed that ease of use was the significant influencer. Bargain shopping and impulse buying also influenced the purchase intentions.

Article 5: (Gotland, 2011) Consumers' Attitude towards Online Shopping -Factors influencing Gotland consumers to shop online

The aim was to study the factors affecting consumers' attitude towards online shopping. To conduct the research 100 university students were studied through convenience sampling technique. The findings suggested that the most appealing and motivating factor for online shoppers in Gotland is Website Design / Features among the four factors selected for this study, following convenience being the second most influential and third time savings. Results have also shown that protection is of significant concern among Gotland's online shoppers. It was also found that there are some other factors influencing online shoppers, including lower price, discount, customers' feedback and product quality. Elderly people were not interested to shop online. Also, higher education made people less keen in online shopping. This study could help online retailers form online strategies.

Article 6: (Yang, 2012) Measuring consumer perceptions of online shopping convenience.

The aim of this paper is to define the primary convenience aspects of online shopping, because convenience has been one of the main motivations driving consumer willingness to accept online shopping. The authors first employed an in-depth focus group interviews with online customers to define the characteristics of convenience of online shopping and then build and validate a five-dimensional instrument for measuring convenience of online shopping by analyzing data collected through a Web-based questionnaire survey. The five dimensions selected and analyzed by them were: access, search, evaluation, transaction, and possession/post-purchase convenience. The findings were that customers find it difficult to find what they exactly want and it is time consuming. Secondly payment options have a direct impact on consumers purchase intention. Customer service is also really important, in case of return the delivery mechanisms carry significant importance. Online retailers should take steps to recognize the current differences between customer expectations and service results. In line with the technology advancements implemented by site managers and advertisers, customer expectations for convenience have risen.

Article 7: (Sinha, 2010) FACTORS AFFECTING ONLINE SHOPPING BEHAVIOR OF INDIAN CONSUMERS

The study aimed to understand the factors affecting online shopping behavior of Indian consumers. The study found the percentage of people who purchased more times online is 40-49 yrs in age group. Retail companies will begin taking steps to reduce the risk factor and build confidence in this retail type. Retail managers can convince customers through various platforms such as social networking sites, advertisements, promotions, online only discounts etc. to encourage people to cross the threshold and start purchasing as Indian consumers are still comfortable with brick and mortar format as they enjoy the salesman's friendly approach and shopping social element that has been found to be significant.

Article 8: (Nisha Singla, 2016) Online Shopping Behaviour of University Students

This paper examined the dominance of variables that influence customer behavior for online shopping. The data was gathered from Punjabi University students, Patiala, using self-administered questionnaire. Additionally, data was analyzed using ANOVA, t-test etc. The results showed significant results in terms of the most popular online sites, online shopping

frequency, factors affecting online shopping etc. The study findings could help gain a better insight into customer behavior towards shopping online. It seems that the factors such as website protection, more reliable information and consumer experience would be the influential aspects in which online shopping needs to be more detailed with the phasing-out of deep discount price wars. Among the goods, from a marketing perspective, clothing and books have better prospects for the managers.

Article 9: (Anamika Datta, 2018) Consumers Attitude towards Online Shopping: Factors Influencing Young Consumers to Shop Online in Dhaka, Bangladesh

This paper was concentrated on identifying the various factors affecting the attitude of young consumers towards online shopping in Dhaka. This study collected data using convenience sampling through a formal questionnaire, where the research cases are students of Dhaka University. A multiple regression model had been considered for measuring the impact. The result showed that all eight variables have a positive impact on the young consumer's attitude to online shopping: protection, after-sales service, time savings, return policy, website design, product quality, previous experience and the credibility of the online vendor. T-test shows that consumers prefer shopping via internet in terms of convenience and the nature of return policy. But when it comes to fun, conventional shopping is still preferable to bargain and wander.

Article 10: (Naveen Kumar, 2017) Online Purchase Behaviour of Customers in Tier III Cities of India - A Factor Analysis Approach

The main purpose of this research was to understand the different factors that affect customer behavior when purchasing online in India. This study used primary data obtained by 220 online shoppers who were surveyed. The study findings indicate that the behavior of online customer purchases is significantly linked to eight factors. Based on the study results, it is found that convenience, perceived medium utility, Internet experience, product risk, safety risk, convenience risk, non-delivery risk, and return / shipping policy are the eight dominant factors that affected consumer decision-making during online purchases. Such factors explain 69 percent of the total variation that suggests students are engaged in online shopping due to the ease of shopping and various Internet media benefits. This research suggested marketers to provide web assurance service and inexpensive return policy.

Article 11: (Sumit Chaturvedi, 2016) Perceived Risk, Trust and Information Seeking Behavior as Antecedents of Online Apparel Buying Behavior in India: An Exploratory Study in Context of Rajasthan

This research paper attempted to study the buying behavior of consumers who purchase apparel through the social media e-commerce system. This was done by examining a random sample of 404 Rajasthan consumers. Factors that push customers to buy online apparel in social media and e-commerce included knowledge gathering, perceived risk and confidence. The research findings through an analysis of SPSS 22 suggested that there was a moderate to significant effect of social media on the behavior of online clothing purchases in Rajasthan, with confidence being the most significantly affected element followed by perceived risk and behavior seeking information. It was also observed that promotional advertisements on social

media had a significant impact on their buying behavior, especially Facebook.

Article 12: (Sapna Rakesh, 2012)Impact of promotions and value consciousness in online shopping behaviour in India

The study explored the effect of deal proneness on online shopping behavior of Indian consumers. The instrument of the survey consisted of two parts. The first section included gender and age measures, and the second section included 15 items measuring deal proneness adapted from the original scale created by Lichtenstein et al. 9 Included were a total of 23 items for online shopping. The results indicated that Indian customers were not affected by the online retailers using sales, offers or other promotional methods. When buying products or services online, customers may not necessarily view discounts as an important attribute. To inspire customers to go shopping online, the instrumental features of online shopping websites need to be improved.