

# Online Apparel Buying Behaviour of Working Women Before and During Covid-19 Pandemic

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## ABSTRACT:

Online shopping is a really quick service. Today online shopping is the attention of the retail marketplace. In today's world, customer retention depends on the constant ability to provide quality, value and satisfaction. Apparel is one of the most expeditiously growing industries globally. Working women have developed as an important segment in apparel buying behaviour. Women give a lot of importance to apparel resulting in the changing buying behaviour of women. The purpose of the study was to expand knowledge of online apparel buying behaviour of working women by understanding the apparel buying behaviour of working women before and during covid-19 pandemic. The study was conducted on 100 working women belonging to age group 25-60 years. The study was conducted in Bhilwara. The result showed that 87.60% working women, mostly transaction were online during pandemic and 82.80% women apparel prefer in online during pandemic situation. Missing touch and try option (Feeling the product and try it before purchase) in online shopping 83% womens purchase apparel before covid-19 pandemic. Working womens feel safer and secure in online purchase before and during pandemic situation. 82.80% womens have saved a lot of time online shopping because womens don't have to go to market during pandemic. 84.40% working womens safely and secure in the online purchase because the product is delivered at home through courier during pandemic situation. 83.40% womens are taking notice of reviews of other customers about product, online shopping before covid condition. 82% working womens saves more money by getting discounts and offers through online mode of shopping during covid-19 pandemic.

**Key Words:** Covid-19 pandemic, Buying Behaviour, Apparel, Online

## I. INTRODUCTION:

The covid-19 pandemic was an outbreak of the disease that is spreading. The covid-19 pandemic was defined as "an outbreak occurring worldwide, or in a very large area, crossing international borders and generally affecting large numbers of people. The covid-19 pandemic has impacted the fashion industry around the world. The government closed down manufacturing plants, closed stores, and cancelled events due to the spread of the virus. The covid-19 pandemic has had a major impact on fashion brands globally. At the same time, the fashion industry faces challenges when it comes to consumer demand. New opportunities are also emerging become a fashionable mask against covid-19 face masks.

After four months was quarantined in the house. Only for the most part like grocery shopping and doing online shopping for everything else. But now that many states are slowly starting to re-open due to the covid-19 pandemic, retailers selling non-essential items, including clothing, shoes and accessories, are also doing so. However, despite the introduction of more stringent sanitation requirements and precautions in stores, people still feel uncertain about making their purchases in person. Post lockdown many stores opened slowly. Many stores operate at low capacity, which limits the number of people who may be in the store at the same time to ensure social distancing. Others are also closing changing rooms, having more staff on site to regularly disinfect baskets, and applying more rigorous disinfection processes for return or tried-on clothes. There haven't been enough studies done to determine how long covid-19 lives on fabric, but if someone with the virus has touched

the clothing and then you touch your eyes or face, there's a chance you could get sick. To reduce risk, sanitize hands before and after trying on clothing or wear disposable gloves if concerned. Avoid trying everything that happens next to face, too, like scarves or sunglasses. As a result of this pandemic, consumers prefer to shop online.

The Internet has recently expanded rapidly and has become a critical tool worldwide (Frag, Schwann, Dijst, & Faber, 2007). Western countries and in other countries too, people started using the Internet via a desktop computer. Knowledge is the most important factor in life today, but above all the industry. The internet provides opportunities to share their ideas and the improvement of their works easily, so that one, who searches for specific knowledge, can easily find on the Internet. The user has developed many applications, one of the most important applications being online shopping (Teo, 2006)

Online Buying behaviour means buying clothing on the online site using a web browser. The typical way of shopping online, according to consumer needs a product or service was to browse the internet and look for the things he or she needs and information. But instead of actively searching, potential consumers were often attracted to the information on the product they want.

The online shopper should have internet and a valid payment method in order to purchase the goods from the internet. Amazon, Mynta, Flipkart are just a few examples of successful online shopping sites that use online shopping great actions to attract the consumer.

**Objective:**

The main objective of the study is online apparel buying behaviour of working women before and during covid-19 pandemic.

**Methodology:**

These studies were conducted on working women of Bhilwara city. For the present study, 25 working women within the age range of 25-60 years from each government school were selected

by the random sampling method to from a total sample of 100 working women.

The main instrument for this study was rating scale. The rating scale was aimed to gather information about respondents' online buying behaviour of working women before and during covid -19 pandemic.

The scale consisted of questions with five point continuum rank were assigned.

- 1. Always 4
- 2. Frequently 3
- 3. Sometimes 2
- 4. Rarely 1
- 5. Never 0

The proforma Performa was developed to, Mode of payment, Types of apparel, Price, Opinion of before and during covid purchasing apparel, Branded apparel, Quality of apparel, how much spend on apparel shopping, According to fashion and trends purchasing apparel before and during covid-19.

**II. RESULTS AND DISCUSSION:**

Online buying behaviour of working women before and during covid-19 pandemic. The information was collected regarding the online buying behaviour of apparel before and during pandemic, how often purchase apparel of working women. The more influence of purchase apparel, reasons and place of purchase for apparel, mode of payment, type of preferences while planning shopping, sources of information for online purchasing apparel, and how much satisfied apparel purchased from a online. How has the corona virus outbreak affected you from shopping online and what problem faced in online shopping during covid-19 situation the frequency and percentage distribution of the working women are given in tables and figures and described briefly.

**Table 1.2: Online buying behaviour of working women before and during covid -19 (Respondent %) n=100**

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

Most of my transactions were Digital (UPI, Debit/Credit Cards, and Net Banking etc.)	Before	1	1	15	42	41
	During	-	-	11	40	49
I feel more safe and secure in online purchase	Before	-	3	22	35	40
	During	-	-	18	52	30
Missing Touch and Try option (Feeling the product and try it before purchase) in online shopping	Before	-	2	10	59	29
	During	1	-	18	49	32
Feel more energetic and less physically stressed in online shopping because I don't have to go to market for shopping	Before	-	1	17	54	28
	During	-	1	17	53	29
I saves lot of time by online shopping because I don't have to go to market	Before	1	2	26	44	27
	During	-	1	21	41	37
Saves more money by getting discounts and offers through online mode of shopping	Before	-	-	21	49	30
	During	1	1	13	57	28
I feel more safe and secure in online purchase because product is delivered at home through courier	Before	1	1	11	54	33
	During	-	1	14	47	38
Mostly do online shopping	Before	2	3	14	46	35
	During	-	2	15	50	33
Take notice of reviews of other customers about product in online shopping	Before	1	1	6	64	28
	During	1	3	12	51	33
Prefer stores with card payment / online / digital payment facilities	Before	2	1	11	48	38
	During	1	-	15	48	36

#### Transaction were digital

Highest majority of working women (42%) were agree for digital transaction before covid-19 and (49%) were strongly agree during covid. Lowest majority of working women (1%) were strongly disagree before covid and (11%) were neutral during covid -19.

#### Feel safe and secure

Highest majority of working women (40%) were strongly agree feel safe and secure to offline shopping before covid -19 pandemic and (52%) were agree during pandemic. Lowest majority (3%) were womens disagree before covid-19 and (18%) womens were neutral during covid-19.

#### Feeling the product and try it

Highest majority of (59%) working women were agree prefer online shopping before covid and (49%) were agree during pandemic. Lowest majority (2%) were disagree before covid-19 and (1%) were strongly disagree during pandemic.

**More energetic and less physically stressed**

Majority of working womens were (54%) agree feel more energetic in online shopping before covid and (53%) agree during pandemic. Lowest majority (1%) working women were disagree before and during pandemic.

**Saves lot of time by online shopping**

Thus, majority of respondents (44%) were agree buying apparel in online before covid and (41%) were agree during covid. Lowest majority of working women (1%) were strongly disagree before and during covid-19 pandemic.

**Saves more money by getting discounts and offers**

Thus, majority of (49%) working women were agree through online shopping before covid and (57%) were agree during pandemic. Lowest majority of (21%) were neutral before pandemic and (1%) were strongly disagree during pandemic.

**Feel more safe and secure in online shopping**

Thus, majority of (54%) working womens were agree feel safe and secure during online shopping before covid and (47%) were agree during covid. Lowest majority (1%) working women were strongly disagree before and during covid -19 pandemic.

**Mostly apparel purchase in online before and during pandemic**

Highest majority of working women (46%) are agree do online shopping before covid and (50%) are agree during covid. Lowest majority (2%) working women were strongly disagree before and during covid -19 pandemic.

**Take notice of reviews of other customers about apparel**

Highest majority of (64%) working women were take notice of review in online shopping before covid and (51%) are agree during covid. Lowest majority (1%) working women were strongly disagree before and during covid -19 pandemic.

**Prefer stores with digital payment facilities**

Highest majority of (48%) working womens were agree prefer stores in online shopping before and during pandemic. Lowest majority (1%) working women were strongly disagree before and during covid -19 pandemic.

**Comparisons between before and during covid-19 pandemic online apparel buying behaviour**

**Table 1.4: Online buying behaviour of working women compared between before and during covid-19 (Respondent %)**

Statement	n=100	
	Online buying behaviour before covid majority%	Online buying behaviour during covid majority%
Most of my transactions were Digital (UPI, Debit/Credit Cards, Net Banking etc.)	84.20	87.60
I feel more safe and secure in online purchase	82.40	82.40
Missing Touch and Try option (Feeling the product and try it before purchase) in online shopping	83.00	82.20
Feel more energetic and less physically stressed in online shopping because I don't have to go to market for shopping	81.80	82.00
I save lots of time online shopping because I don't have to go to market	78.80	82.80
Save more money by getting discounts and offers through online mode of shopping	81.80	82.00
I feel more safe and secure in the online purchase because the product is delivered at home through courier	83.40	84.40
Mostly do online shopping	81.80	82.80
Take notice of reviews of other customers about product in online shopping	83.40	82.40
Prefer stores with card payment / online / digital payment facilities	83.80	83.60

Most of the women's transaction were digital (UPI, Debit/Credit Cards, Net Banking, etc.) level of agreement regarding digital payment was more by (-3.4%) during covid-19 pandemic.

Statement of women's are feel more safe and secure in online shopping- No change in the safety level during online shopping as both times, i.e., before and during pandemic respondents feel safe while apparel shopping in online.

Touch and Try option (Feeling the product and try it before purchase) in an online shopping statement- There was dropped in the missing touch and try option (0.8%) during covid because safety was more important as compared to feeling touch and try.

More energetic and less physically stressed in online shopping because women's don't have to go to market for shopping- Total difference between before and during covid -19 (-0.2%) working women were agree and not difference feel more energetic in online shopping during covid-19.

According to statements of respondents saves lot of time by online shopping because working women's don't have to go to market-Total difference between before and during covid-19 pandemic (-4%) respondents were agree buying apparel in online during covid situation.

Saves more money by getting discounts and offers through online mode of shopping. Total difference between before and during covid-19 pandemic (-0.2%) working women were agree through online shopping during covid-19.

Feel more safe and secure in online purchase because product delivered at home through courier-Total difference between before and during covid-19 pandemic (-1%) working women were agree feel safe and secure during covid-19 pandemic in online shopping.

Mostly apparel purchase in online- Total difference between before and during covid-19 pandemic (-1%) working women were agree do online shopping during covid-19.

Take notice of reviews of other customers about product in online shopping-Total difference between before and during covid-19 pandemic (1%) working women were agree take notice of review in online shopping before covid-19.

Prefer stores with card payment / online / digital payment facilities- Total difference between before and during covid-19 pandemic (0.2%) working women were agree prefer stores online shopping before covid-19.

### III. CONCLUSION

The study was carried out to find out online apparel buying behaviour of working women before and during covid-19 pandemic. Online buying behaviour of working women before and during covid-19 pandemic, it was found that the majority of women's during covid most of transactions were digital (UPI, Debit/Credit Cards, Net Banking etc), before and during pandemic working women's feel more safe and secure in online shopping, before pandemic missing touch and try option (Feeling the product and try it before purchase) in online shopping of working women, during covid working women's feel more energetic and less physically stressed in online shopping because women's don't have to go to market for shopping, working women's saves lot of time by online shopping because her don't have to go to market during covid, Saves more money by getting discounts and offers through online mode of shopping during covid-19. during pandemic women's feel more safe and secure in online purchase because product is delivered at home through courier. during pandemic mostly apparel purchase in online shopping, before pandemic take notice of reviews of other customers about product in online shopping, before covid-19 situation prefer stores with card payment / online / digital payment facilities.

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