



International Journal of Home Science

ISSN: 2395-7476
IJHS 2020; 6(1): 236-237
© 2020 IJHS
www.homesciencejournal.com
Received: 27-11-2019
Accepted: 30-12-2019

Dr. Shruti Tiwari
Head of Fashion, Renaissance
University, Madhya Pradesh,
India

Sakshi Mundra
B. Design Students of School of
fashion, Renaissance University,
Madhya Pradesh, India

Suman Hansdah
B. Design Students of School of
fashion, Renaissance University,
Madhya Pradesh, India

A study on E – Boutiques with special reference to new purchasing trends

Dr. Shruti Tiwari, Sakshi Mundra and Suman Hansdah

Abstract

As internet plays major role in our daily life worldwide, specially online shopping of clothing products, which has gained popularity over the last two decades in comparison to street boutiques. Present study was undertaken to understand the impact of growing online shopping trends and comparison between e – boutique and street boutiques. 100 respondents between the age group of 18 – 25 years of both the sexes from Indore, with different backgrounds were surveyed. The outcome of the study reveals that the impact of e – boutique is more in comparison to the street boutique, due to easy online transaction, price range below Rs- 2000/ for casual wear and couture wear is also available on economic price with wide cost range, discount benefit, easy exchange offers. These factors are motivating young costumers towards online purchasing.

Keywords: Purchasing trends, E – boutique, clothing, online shopping, life style, brand loyalty

1. Introduction

Online shopping has changed the dimension of purchase of clothing and gained popularity worldwide over the decades, as internet plays an important role in daily life. It has made an impact in every urban home.

Online shopping is a process where a customer undertakes to purchase a service or product over the internet. This concept was first demonstrated in 1979 by M. Adrick who designed and installed the systems in United Kingdom.

Internet has strongly impacted the global marketing environment and internet has provided companies with the ability to expand their business reach through e- commerce.

In today's scenario online purchase is gaining popularity in comparison to street boutiques or stores on global map of apparel industry. Consumers indication is increasing towards online shopping to save their time and energy which leads labor struggle for profit margins.

2. Objective

- Present study aims to understand the purchasing habits of customers.
- Preference of today's consumers towards both kinds of boutiques.
- Comparative study of street and e- boutiques.
- To understand the features which attract online clothing purchase.

3. Review of Literature

Numerous studies have been conducted worldwide on the online shopping behavior, which takes away higher percentage of sale in comparison to traditional brick and retail stores. Today's consumers defy classification, but universally demonstrate- a significant increase in their spending pattern. The rules of marketing are changing and are very fast. And fashion industry is one of it which is most impacted among the industries by this change. The international Wool textile organization (WTO), in a global study has mentioned that the consumers are becoming more price conscious, individualistic and demanding. Factors that motivate online clothing shopping include the convenience, fun, and quickness of buying online. Those who have precious internet shopping experience, those are familiar with the brands, and who search for information online were more likely to make clothing purchase online.

Corresponding Author:
Dr. Shruti Tiwari
Head of Fashion, Renaissance
University, Madhya Pradesh,
India

Factors affecting clothing purchases are style, quality, brand and the availability of wide range of range of brand and clothes diversity which were found to be positively related to online purchase by Sondhi and Singhuri (2006) [1].

According to Gehrt- *et al.* (2012) [7]. The early online shoppers from India were influenced by features such as price, brand and quality.

Workman and Cho (2012) [8] reported that men and women after in fashion conscious shopping but they do not differ in impulsive quality, brand or price aspects related to online shopping.

Existing studies point out that there are several factors influencing the online purchase intention like trust, risk, internet experience, shopping orientation, online shopping experience, shopping motivation, cultural values and social influence. Each or combination of these factors uniquely contribute to online purchase intentions.

This research is conducted with the aid of a structured questionnaire.

4. Result and Discussion

All the respondents residing in different areas of Indore, Madhya Pradesh, belonged to the age group between 18-25 years.

Majority of the respondents were female 64%. All the survey respondents were either doing their graduation or post graduation course.

When asked about the awareness regarding E- Boutiques 73% of the respondents mentioned their awareness about the same, though 27% of the respondents recorded their response as not being aware of online shopping.

83% of the respondents are driven by the appearance at first to buy the product, though 17% were attracted due to sale policy for buying the product.

When asked about the purchasing habits, 40% of the respondents recorded their response in favor of online though 60% of respondents recorded their views in favor of offline or conventional shopping habits.

76.6% of the respondents mentioned their views for not giving preference to e – boutique after receiving bad quality, though 23.4% mentioned that they will still prefer online shopping.

When asked 60% of the respondents recorded their response the struggle of artisans or labors of street boutique for their livelihood, though 40% of respondents recorded their views for not having any negative effect on the livelihood of artisans.

66.7% respondents mentioned their views for not maintaining brand loyalty after receiving damaged couture garment, though 33.3% of the respondents mentioned their views regarding brand loyalty.

When asked regarding the labor being paid low as per the craftsmanship incorporated in the making of couture garments, 90% of the respondents recorded their views in favor of it, though 10% of the respondents don't feel the same.

56% of the respondents shared their preferences to be a designer for street boutique, though 44% of the respondents showed no interest in the favor of labors of street boutique.

5. Conclusion

- The popularity of online shopping is growing with special regards to fashion products but the traditional retail stores are still popular and highly sought – after.
- The availability of credit or debit card with everyone now

a days could be one of the major factors influencing the growing popularity of online purchase.

- Most of them are driven towards e – boutiques is due to easy purchase, wide cost range, brand diversification coupled with the discount benefits.
- Special occasions and discounts warranted and instigated purchase of fashion products along with couture garments from international brands.
- The major drawback of e – purchase as per mentioned by the respondents was lack of fit trials in comparison to street retail boutiques and the variations in the color & look of the product upon delivery.

6. References

1. Sondhi N, Sanghvi SR. Gender influences in garment purchase : an empirical analysis, Global Business Review, 7:1 Sage publications New Delhi/Thousand Oaks/ London, 2006, 57-75.
2. International Wool Textile Organization (IWTO), Vision and perspective of consumer behavior & trends in clothing, Images, 2004; 120:35.
3. Park J, Stoel L. Effect of brand familiarity, experience and information on online apparel purchase, International Journal of Retail and Distribution Management, 2005; 33:148-160.
4. Kim MAJ, Park J. A Consumer shopping channel extension model: Attitude shift toward the online store, Journal of fashion marketing and management. 2005; 9:106-121.
5. Watchravesringkan K, Shim S. Information search and shopping intentions through the internet for apparel products, Clothing & Textiles Research Journal. 2003; 21:1-6.
6. Lennon SJ, Ha Y, Johnson KKP, Jasper CR, Damhorst ML, Lyons N. "Rural Consumers" online shopping for food and fiber products as a form of out shopping", Clothing & Textile Journal. 2009; 27(1):3-30.
7. Gehrt *et al.* Emergence of online shopping in India: Shopping orientation segments', International Journal of Retail and distribution management, 2012; 40(10):742-758.
8. Workman JE, Cho S. Gender, fashion Consumer group, shopping orientation Family and consumer Science Research Journal. 2012; 40(3):267-283.