ONLINE SHOPPING IN LUCKNOW: A STUDY OF WOMEN CONSUMER BUYING BEHAVIOR WITH REFERENCE TO CLOTHING WEAR

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Abstract: - This article focuses on online buying behavior of female in Lucknow reference to clothing wear (apparel).Women are more influenced by fashion in comparison of men. The objective of this study is to reveal the attitude of women in online shopping and what are the hurdles to stop her from online shopping and that factor motivate her for online shopping. Lucknow is a 'city of nawabs' is also doing well in online shopping and it is shopping then no one even in comparison with ladies Online Shopping. The insight of this research article is exploration of online shopping behavior of female with lots of reasons behind this. This research article opens the lock about online shopping of women especially for Lucknow region and also provides the ins and outs about online shopping of females.

Key words- *Online Buying Behavior, Clothing Wear, Online Shopping*.

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I INTRODUCTION

Online shopping invented by Michael Aldrich in 1979 to enable the online transaction between consumer and retailer Online shopping in generic term means shopping through internet, in which consumer buy goods and services (various choices are available) according to their need without visiting the store physically through app, web browser, social handle (Facebook, Instagram).Consumers directly buy goods from seller it remove intermediaries'.

Internet is the best source of information and best source of connectivity. Due to the internet, people are connected with each other apart from distance. They are sending the information, doing business, spreading the business due to the emergence of internet. Online shopping has become the third most popular internet activity, through web browser, apps, Facebook, Whats app, Instagram etc.

Online shopping cultures grow very fast since the few years due to internet penetration, time relevance and so on we will discuss some more advantage of online shopping later (portion of population access the internet).

II. ONLINE SHOPPING AND INDULGENCE OF WOMEN

In today's world online shopping becomes the part of women specially working women. They are more conscious for their personal grooming, it increases their self confidence that lead to work efficient and work effective for their own or for the organization in which she work this is the demand of present scenario. The trend of online shopping enhance due to technology development and technology advancement. And consumer also approaches to online shopping. Too many competitors offering almost all kinds of products in various categories with multiple options are available for consumer to buy goods. Today's women are so conscious and aware for spending money and saving also. She saves her time also with the help of online shopping in present arena women have more liability than a man. She cares her children, their study, maintain home and in-laws also. Economy is the important factor for families. Wants and desires also plays very important role to promote the women for job. And hence she has no time for traditional and stereotypic shopping. Nutshell is that women have no time for pops and moms type of shopping. Online shopping is very easy and saves lots of time.

III. MOTIVES OF ONLINE SHOPPING

The main motive of online shopping is to reach maximum to maximum number of population. And increase the number of buying customer for increase in the market share. Their main aim is to target female customer by providing clothing beauty products and so on. The important motive of online shopping is to saves and cost. By the use of modest apparel a women makes her confidence high and creates positive environment and hence if a person fees happy and confident then automatically

generates productive work and ambience. Positive attitude or positive review of particular product that is required by other consumer may also influence their buying behavior. Current population of is 1.34 billion in which 48.5% females and 51.5% men is the gender determination ratio. There is a full time cottage industry which is flouring because of these online shoppers. Clothing performs a lot of functions in an individual's life Beyond their a basic necessity, now Lucknow is counted in metro cities, there are lots of job opportunities in present time, number of working women are also increases day by day. Day by day new fashion trends and styles are introduced in the market that is continuously influence the buying patter of consumer. Working women are more aware and more fashionable they want to be maintain herself (want to be look good) because of demand of working culture (scenario) even non-working women also approaching the online shopping because of flexibility of time(convenience in time) .household women have more responsibility to take care of their family (in-laws and kids) they don't have a time to go outside for shopping this is the main advantage of online shopping to get goods according to their choice without visiting the store. Women spend more time or more money on clothing (apparel) because they are more fascinating.

IV. SHOPPING APPS

As a one survey reported that 74 percentage Indian installed two to **five shopping app, Amazon, flip kart, e-bay Myntra, Jabong, Nykaa** shop clues Snapdeal etc, **Olx** (app has a feature of to buy or sell product on online at near to you) let's

App	Important Features
Amazon	Is the largest and popular shopping app. It deals in all kind of categories like a. Book b. Beauty product c. Apparels d. Electronic gadgets
Flipkart	It is first online shopping app. It also provides wide range of product, it offer also returnable policy, and we can see the review of consumer.
E-bay	it is the oldest shopping app .The best thing about this app is not to buy only goods but one can sell here.
Myntra	this is the most famous shopping app. This app provides discount and offers.
Jabong	this mainly provides fashion product, also get informed new fashion brands as per style and trend. It is easy to use this app.
Nykaa	this app is mainly famous for cosmetic product

discuss in short about these apps (top five to six app)

Every Day Company introduces new fashion and trends style for the consumer and get informed through many sources and consumer want to also update them.

V. ONLINE BUYING BEHAVIOR OF WOMEN

Online Buying behavior may be different in urban or rural area female because of diversity of income level, age factor, life style, family background, gender; shopping attitude, needs, wants etc. all these are the main factors which affect the buying behavior of female. Irrespective of strata (women of any age want to look smart).This online shopping is beneficial for both our economy and our consumer mainly for women,whether she is working or non-working. There are the number of advantage and disadvantage (pros and cons) of on line shopping let's discuss and explain some major advantage of online shopping.

VI. BUYING BEHAVIOR OF SHOPPERS

In this modest realm, where the amount of competitors are offering the varieties of goods and services in the market so retain the present customer or approaching to new consumer is very tuff in this competitive market so it is necessary to understand the nature of buying behavior on regular basis and analyses their need their want then define the product or service to satisfy the need of desired customer (for the fulfilment of satisfaction of buyer).

For this, it is necessary to study the rational buying behavior of shoppers to understand the tendency, attitude towards good and divide them There are five types of shopper in which we categories them This study focus on types of shopper their tendency of buying; loyal shopper , discount shopper, impulse shopper, need based shopper, or wandering shopper.

Loyal shopper-are those that they wont to switch the particular brand of company to another because they think other brand product will not satisfy in term of comfort ability or cost. There are less in number but generate large portion of sale.

To maintain the loyal customer it is necessary to upgrade the quality of product (add new feature time to time) and communicate on regular basis to tell them how they important and valuable for the

Discount shopper-these types of consumer generate cash revenue because they effect the inventory turnover because they love to shop or spend more on discounted item (these customer are key generator of cash flow in the company) they are in large numbers the company these are the least loyal segment of .They are the resilient in upselling means increasing in sale by pursuing or describing new feature of goods.

Impulse shopper-these are the second most attractive segment and best to upsell, they don't have any specific thing in to the mind to purchase the product. They do purchasing without any planning and without being forced. Seller also kept these shoppers in their mind. This is the second key contributor inenue generation (cash inflow in the company.) keep these shoppers in the mind before launching or offering new product

Need based shopper – they come with the mind set to purchase the product they are silent in upselling they come with specific need and shopped according to their need. These shoppers are easily attracted by other business or seller because they offer according to their need and also cost effective.

Wandering customer –they don't have any specific need or specific desire these shopper are attracted by the shopping place they love social interaction in shopping. Spending too much time to appealing or pursuing to may sometime profitable, this segment generate less cash inflow.

VII. LITERATURE REVIEW

Ronald and Elizabeth (2002), in their research" Buying apparel over the internet", found that internet was fun, protected, less expensive and faster; ladies spent more on clothing than men, appreciated shopping on the web more than men. Regardless of whether men invested more energy in internet; it was women who invested additional time and cash on purchasing attire. It was recommended that sites ought to pull in more attire purchasers by concentrating on wellbeing, fun and speed. Likewise, the destinations must guarantee that their locales are enjoyable to utilize, and offer brief post-deal conveyance of the arranged product. The exploration recommended that future examination could be attempted on attire from socioeconomics, national gatherings of customers and financial zone. The examination additionally recommends looking at changed classes' attire favored by online purchasers, new molds or sizes and needs.

Sandy and Minjeong (2010) in their investigation to comprehend outer signs on site of array that empower motivation purchasing found that free delivery or a transportation rebate, special offers and buy thoughts were wanted the most as purposes behind drive purchasing on the web. This investigation proposed online advertisers to give a greater amount of offers, new style/molds, and blessing thoughts and give more return choices and grow areas.

Weng (2012) in their investigation to comprehend explanations behind customer attire procurement, expressed that there were shrouded reasons like companion pressure, self-personality,

work prerequisite, cost and comfort, retailer's job as elements impacting shoppers to purchase and get a greater amount of array.

Varsha (2014) in their research have discovered that quality, style, fit and elatedness among item traits were significant among both the gender. It was seen that male buyers needed as related to build up brands while female customers concentrated on tasteful intrigue, shading, conceals and more extensive assortment. The examination additionally said that the wellsprings of data to Generation Z was by watching motion pictures, YouTube recordings and grant capacity to find out about most stylish trends, alongside perusing design web journals, Twitter and style related articles.

Vilasini and Monica (2016) in their investigation directed in India on "Factors influencing online buying behavior, : A Qualitative Analysis" found that the variables like companions/family/family members, accessibility, accommodation, best value, correlation, best advancement, usability, client care, merchandise exchange, item data, trust, assortment and visual marketing were the impacting factors for online purchasers.
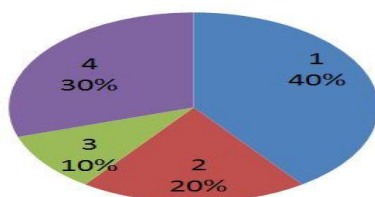
VIII. OBJECTIVE

- To analyze the buying pattern of online shopping of Female clothing.
- To explore the reasons of online shopping for clothing pattern.
- To analyses how online shopping saves time and cost.

IX. RESEARCH METHODOLOGY

This study focuses to examine the online shopping behavior from Lucknow region women. This study is based on primary and secondary data both. Primary data is collected through questionnaire. Secondary data is collected from magazines, internet sources, journals and other books. Questionnaires are designed to understand the buying pattern of women i.e. amount spent, use of App, mode of payment etc. The number of female respondents is 50 from different area of Lucknow. There is different age groups of respondents participated for completing the survey.
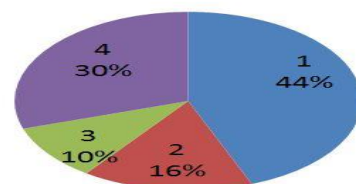
X. DATA ANALYSIS

graph:1

graph:2

Measuring parameters	Response in %
influence online shopping	
Time	40%
Mode of payment	20%
Cost	3%
All of the above	30%
reason of diversity in buying behavior	
Work life balance	44%
Cost effective	16%
Cash back	10%
All of the above	30%
benefited community of the shopper ?(related to age group)	
18 to 25	35%
25 to 35	39%
35 to 45	16%
45 to 60	10%
preferred mode of payment	
Cash on delivery	38%
Debit or credit card	24%
Mobile wallet	26%
All of the above	12%
website/app has the maximum consumer base	
Amazon	32%
Flip kart	34%
Myntra	18%
Nykka	16%
factor for the success of online shopping	
customer satisfaction	24%

	multiple option available	30%
	Offer discount and deal	24%
	All of the above	22%
important element in online shopping	courier service	18%
	merchant base	22%
	consumer base	36%
	All of the above	24%
For enhancement of online shopping		
	Easy use of app	38%
	Transparency in information	30%
	Free shipping	08%
	All of the above	24%
Which is true Online shopping gives equal opportunity to all across the world		92%
	It provide limited option	4%
	It gives exponential high price	2%
	None of the above	2%
create employment Yes		80%
No		20%

Benefitted community
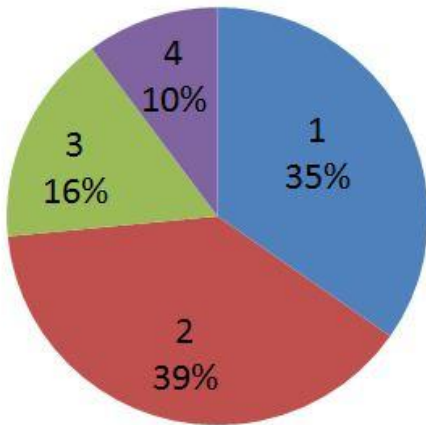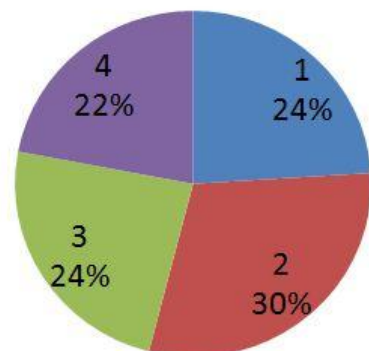

graph:3

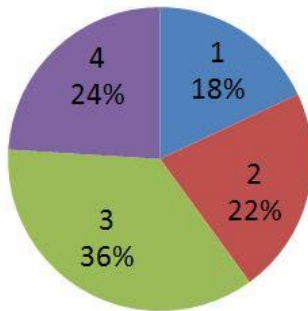## Mode of payment
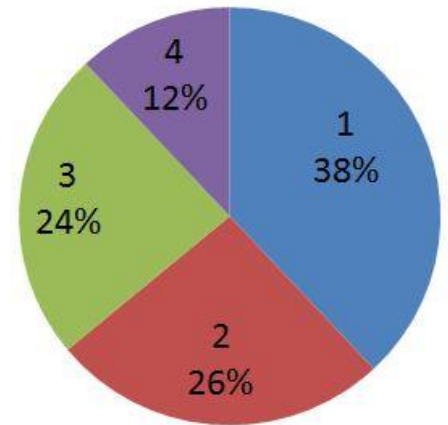
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website/app
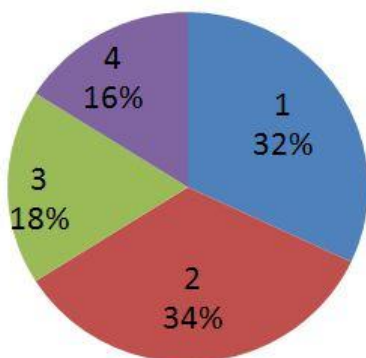
graph:5

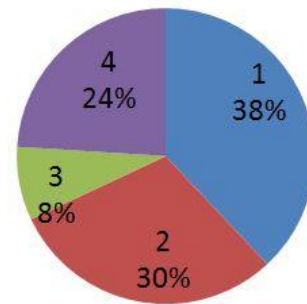## factor for the success of online shopping are

graph:6

Important element in online shopping

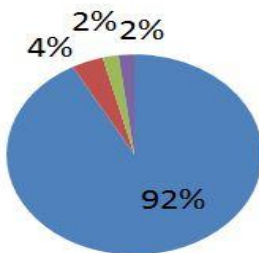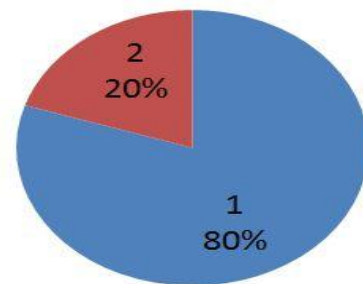graph :7

Enhancement of online shopping

graph:8

■ 1 ■ 2 ■ 3 ■ 4

graph :9

create employment

graph:10

XI. LIMITATION

Social distancing (less connectivity) between consumers (buyer) to retailer absence of pleasure which consumer feel during shopping with their family member.it creates distance even in the family members because they spend more time on screen. Consumer cannot feel, touch, check the quality of product, or try the product, which is not possible in online shopping is another factor that discourage this.

XII. CONCLUSION

Over all conclusions of this study reveal (shows) or invention of online shopping that online shopping grows very fast in few years. Due to internet our economy grow much better than earlier before internet (never before pre approaching selling

service).Internet is mode of information that is used to explore the knowledge globally. In this article we studied buying pattern of shopping through online is also vary due to some factor. Women play an important role in online shopping. Now days virtual shopping gives us various platforms with multiple choices that to with never before pre and post selling services. Most of the metropolitan cities there are thousands of Whatsapp group, where all members selling or purchasing and approximately end up in million sale and purchase in a month. The aim is to reach maximum number shopper according to shopper convenience to capture the maximum market share, today's market is consumer oriented market. It is necessary for the companies to focus on retaining the present customer in comparison of approaching or attracting new one. If the company understand the buying pattern behavior or read the

mind of consumer, no one can stop you to explore your business or generate more profit for the organization.

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