

Online Shopping And Buying Behaviour: A Study On Female Students With Special Reference To Apparels And Fashion Industry

¹Dolly Tripathi, ²Dr. Akshat Dubey

¹Research Scholar, Department of Commerce, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh.

²Head of Department, Sam Higginbottom University of Agriculture, Technology and Sciences, Prayagraj, Uttar Pradesh.

Abstract

This research article investigates the online shopping patterns and purchasing behaviours of female students, focusing particularly on their engagement within the apparels and fashion industry. With the pervasive growth of e-commerce, understanding consumer behaviour in online shopping environments has become paramount for businesses. Female consumers, in particular, represent a significant segment in the online retail landscape, especially concerning fashion and apparel purchases. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to comprehensively explore the intricacies of female students' online shopping behaviours. Through a structured survey, data is collected on various factors such as frequency of online shopping, preferred platforms, influencing factors, and expenditure patterns. Additionally, qualitative interviews provide deeper insights into the underlying motivations, perceptions, and experiences of female students when purchasing apparels and fashion items online. The findings of this study shed light on the evolving dynamics of online shopping among female students, elucidating the factors driving their purchasing decisions and the challenges they encounter in the digital marketplace. Moreover, the research contributes to the existing literature by offering practical implications for marketers and retailers aiming to effectively target and cater to the preferences and needs of female consumers in the online fashion domain. Overall, this study provides valuable insights into the

intricate relationship between female students, online shopping, and the apparel and fashion industry, serving as a foundation for future research endeavours and strategic business initiatives in the rapidly evolving e-commerce landscape.

Keywords: Online Shopping, Apparel Industry, Regression analysis, Factor analysis.

Introduction

During this period of globalisation, Indian branded apparel products have had a significant impact on individuals living in both rural and urban areas due to their affordable prices and vast selection of clothing for both men and women. Beginning in the middle of the 1980s, there was a widespread notion that tailors were the only individuals who were competent of sewing different kinds of garments, including blouses, salwar kameez, trousers and blowouts. In spite of this, businesses were pushing pre-made brands for various client categories in the highly competitive market for branded clothing. Globus Stores, Pantaloon, Westside, Shoppers Stop, and Life Style are some of the organisations that are considered to be key participants in the ready-made business in India. 1.34 billion people are now living in India, Males constitute 51.5% of the population, while females comprises of 48.5%.

In urban areas, women make up 48.1% of the population, whereas in rural areas, they make up 48.6% of the population. The Central Statistics Organisation (CSO) and the International Monetary Fund (IMF) both report that India's economy is expanding at the fastest rate of any country in the world. Over the next ten to fifteen years, it is anticipated that India would become one of the top three economic powers in the world as a result of its robust democracy and strategic collaborations. (Muthumani, 2017). Over the next several years, it is anticipated that the Indian economy would expand at a pace of seven percent. Over the last several years, technological advancements have significantly contributed to the rise in popularity of internet commerce and app-based online shopping in India. In this sector, there are a great number of competitors that provide a diverse selection of goods that are necessary for day-to-day life. By 2026, it is anticipated that India will have 750 million people using the internet.

It is anticipated that India's gross domestic product would increase at a compound annual growth rate (CAGR) of 10%, which will place it as one of the countries that is expanding at

a quick rate and as an attractive market. In contrast to India, the developed markets of the United States, Europe, and Japan are expected to expand at a more moderate rate of two to three percent each year. The majority of the women's clothing section of the market is controlled by businesses that are not specifically structured. In recent times, a great number of well-established firms have shown an interest in this sector. Upon seeing the potential of the industry, these structured companies have swiftly evolved aggressively by using e-commerce and other innovative distribution tactics. The market sector has been spurred by the expanding proportion of working women, which has contributed to a rise in those women's incomes that are available for discretionary spending. A greater understanding of fashion trends and style has been achieved as a result of globalisation and fast fashion. The women's clothing industry is now valued at Rs 1,02,358 crore, and it is anticipated that it would increase at a compound annual growth rate (CAGR) of 11% to reach Rs 2,89,518 crore by the year 2025. Not only will this expansion entail an increase in market size, but it will also require a transition from non-branded clothing to branded clothing as well as from ethnic clothing to western clothing. According to projections, the market for women's clothing in India is expected to exceed that of men's clothing between the years 2025 and 2030.

There have been a number of causes that have led to the amazing rise of the online garments and fashion business in India. These factors have altered the retail landscape the country. E-commerce platforms are becoming increasingly accessible in both urban and rural regions as a result of the increasing number of people who have smartphones and the penetration of the internet (Alam 2016). The broad availability of the internet has led to an increase in the accessibility of online shopping, which in turn has given rise to the growth of the online clothing and fashion business. There is also a possibility that the shifting interests and lifestyles of customers in India are contributing to the rise in online garment sales in the country. Due to the fact that they lead busy and stressful lives, customers, particularly members of the millennial and Gen Z generations, are increasingly resorting to online platforms in order to acquire fashionable things and apparel. Consumers in India have become used to the ease of browsing and purchasing from the comfort of their own homes or while they are on the go, which has resulted in a shift away from conventional brick-and-mortar establishments and towards online platforms.

Customers now have more alternatives to choose from when it comes to making purchases thanks to the proliferation of e-commerce platforms and marketplaces, which has increased the level of competition in the clothing and apparel business. Amazon, Flipkart, and Myntra are examples of well-established companies that have made significant investments in technology, logistics, and marketing in order to improve the shopping experience and expand their market share. Other fashion-focused platforms, including as Ajio and Koovs, have also adopted these strategies. As a result of the severe rivalry, there have been developments in product offers, marketing techniques, and customer service efforts, which have contributed to the expansion of the online clothing and fashion business. In addition, the growing impact of social media and digital marketing has been a significant factor in significantly contributing to the expansion of online fashion commerce in India. In order to successfully exhibit their items, interact with customers, and generate traffic to their online storefronts, fashion manufacturers and merchants may make use of social media sites such as Facebook, Instagram, and YouTube. Sponsored content, influencer partnerships, and targeted advertising campaigns are becoming more important components of marketing plans that are aimed at India's growing tech-savvy clientele. In addition, the democratisation of fashion via the use of internet platforms may be credited with contributing to the growth of the garment and fashion industry in India. By providing customers with a wide variety of brands, styles, and trends, online marketplaces are able to accommodate a wide variety of demographics, including preferences, budgets, and hobbies. Consumers are becoming more independent in their ability to experiment with and investigate fashion, which has led to an increase in the demand for both well-established brands and up-and-coming designers in the internet marketplace.

Between the years 2010 and 2020, the Indian market for online shopping saw a compound annual growth rate (CAGR) that was between fifty and sixty percent. This growth was exponential. This fast expansion may be attributed to a number of major factors, including as the increasing prevalence of e-commerce platforms, the rise in the number of people using smartphones, and the increased availability of internet connection. As more people gained smartphones and internet access, the convenience and availability of online shopping expanded. This led to a rise in the number of digital transactions that took place across a wide range of goods and services thanks to the

proliferation of digital transactions. It is possible to attribute the rise in the compound annual growth rate (CAGR) of online shopping in India to the introduction of large e-commerce enterprises as well as new business tactics. Companies like Flipkart, Amazon, Snapdeal, and others have revolutionised the retail industry by offering a wide variety of products at affordable prices and providing a variety of delivery options that are convenient for customers. The proliferation of mobile commerce (m-commerce) and the development of mobile shopping applications have contributed to the expansion of online shopping by providing customers with the ability to make purchases in a convenient manner while they are currently on the go.

In addition, factors that contributed to the Compound Annual Growth Rate (CAGR) of online shopping in India included shifts in customer tastes and behaviours, particularly among younger demographic groups. Internet shopping is the favoured way of retail therapy for members of Generation Z and Millennials because of the convenience and technologically sophisticated lifestyles of these generations. The transition towards online platforms has been influenced by a number of factors, including the development of more effective methods, the expansion of product availability, and the simplicity of comparing reviews and costs. Businesses in India that are involved in e-commerce have made significant contributions to the expansion of online shopping by continuously innovating and investing in technology, logistics, and the overall customer experience. Enhanced user interfaces, tailored suggestions, quicker delivery, and secure payment choices all contributed to an improved online shopping experience, which in turn led to increased consumer satisfaction and retention rates. It is anticipated that the Compound Annual Growth Rate (CAGR) for online shopping in India will continue to increase as the industry continues to develop, but at a rate that is considerably slower than originally anticipated. As a result of the widespread use of developing technologies like augmented reality and artificial intelligence, secondary and tertiary cities are becoming more prevalent. There is also growth in specialised industries such as online grocery shopping and health and wellness, all of which are anticipated to contribute to the continuous development of the e-commerce industry.

When it comes to our nation, the textile sector plays a role that is both distinctive and important. A long and illustrious history of great workmanship and widespread acceptance may be traced back to Indian clothing and materials. India is a producer

of denim, cotton, and silk, all of which are quite popular in other parts of the world. The development of Indian design talents has led to an increase in the popularity of Indian clothing in fashion hubs throughout the world. India is the world's second-largest exporter of textiles and apparel due to its massive raw material resources and strong industrial base. This has enabled India to achieve this position with great success. The textile sector provides a significant contribution to the economy, both in terms of the percentage of the domestic market that it holds and the amount of goods that it ships abroad. In this research, topics like as preferences, influences, and purchasing behaviour are categorised and subjected to an in-depth analysis. There are a variety of elements that impact the choices and decisions that individuals make about their purchases. These aspects include personal preferences, culture, traditions, events, the economy, and the influence of reference groups. For this reason, the purchasing habits of women have varied from person to person over the years. The purpose of this research is to get an understanding of the shopping behaviour of women, with a particular emphasis on their preferences for design, fabric, and style, as well as the variables that influence their choices while buying women's clothing.

Review of Literature

Aziz (2018) there are a number of factors that influence people's habits of making purchases online. These include household migration to higher income groups, rising disposable income per capita, shifting family composition, widespread media coverage, lifestyle shifts, increased health and education awareness, and urbanisation. Researcher also highlights the impact of technological advancements, such as the increased availability of internet access and smartphones, on the growth of online shopping habits. Additionally, she emphasizes the role of social media and e-commerce platforms in shaping consumer behaviour towards online purchases. A number of sociodemographic criteria, including age, gender, economic status, and attitude, are among the elements that indicate the preferences of women when it comes to making purchases over the internet.

Pawan Kumar, Kanchan (2018) In the research that they conducted in 2018, investigate the monetary, social, and psychological factors that influence the decisions that customers make about the purchase of branded clothing. Customers may browse for branded clothes in a variety of

different ways, depending on the purpose of their purchase. For example, customers shopping for a special occasion may prioritize style and presentation, while those looking for everyday wear may focus more on comfort and durability. Understanding these different browsing behaviours can help retailers tailor their marketing strategies to better meet the needs and preferences of their target customers. The effect of social media, the internet, and television has resulted in significant developments in the fashion business. These innovations have been made possible by the fashion industry. One of the most important players in the contemporary fashion business is branded clothing.

Nurfajrinah (2017) According to the research visual marketing methods do have an effect on the purchasing decisions of consumers and may even prompt people to make purchases on the spur of the moment. The study found that women are more likely to be influenced by visual marketing techniques such as high-quality images and videos when making online purchases. Additionally, the research suggests that companies should focus on creating visually appealing content to attract female consumers and increase sales. The aspects that were found to have the strongest connections to buy intention were found to be colour, style, presentation, lighting, route to objects, sensory characteristics of materials, and awareness of fixtures.

Sivanesan (2017) established a method for consumers to purchase products and services from a business that accepts customers both in-store and online. This method allows customers to purchase goods and services from the firm online. This omni-channel approach has become essential for fashion brands to stay competitive in the market and cater to the evolving shopping habits of consumers. By offering a seamless shopping experience across different platforms, brands can better connect with their target audience and drive sales. Through the use of the web search engine for the items that the customer has selected, the customer is able to monitor the estimated arrival time of their purchase as well as the delivery window. This level of transparency and convenience enhances customer satisfaction and loyalty, ultimately leading to repeat business and positive word-of-mouth referrals. Additionally, providing real-time tracking information can help reduce customer inquiries and complaints regarding order status, further improving the overall shopping experience.

Chaturvedi (2016) asserts that we are compelled to purchase online due to our hectic schedules and the growing prevalence of internet access. She also suggests that the convenience of online shopping, such as 24/7 availability and delivery options, further encourages women to make purchases through digital platforms. The advantages of purchasing online are unrivalled in terms of convenience, safety, and time savings saved. Additionally, it provides you with access to a large range of items that are available at affordable prices. Ultimately, online shopping offers women the opportunity to make informed decisions and compare prices easily, leading to a more satisfying shopping experience. Furthermore, the ability to read reviews and recommendations from other shoppers can help women feel more confident in their purchases.

Jadhav (2016) the accessibility, simplicity of use, dependability, and speed of answers are aspects of service quality that have a substantial impact on how individuals view the process of making purchases and transactions online. This highlights the importance of providing a seamless and user-friendly online shopping experience for women, ultimately leading to increased customer satisfaction and loyalty. Additionally, the convenience of being able to shop from anywhere at any time adds to the appeal of online shopping for women with busy schedules.

Huseynov (2016) men and women make distinct decisions while contemplating the acquisition of a product or service. This suggests that understanding the unique preferences and behaviours of female online shoppers is crucial for businesses looking to attract and retain this demographic. By tailoring their online shopping platforms to better meet the needs of women, companies can gain a competitive edge in the e-commerce market. It is possible that the purchase intentions of female consumers, who are impacted by factors such as product use and cost, might be influenced by rich contextual settings that boost the emotional worth of a product while it is being shown. Therefore, businesses should focus on creating a seamless and personalized shopping experience for female customers to increase their likelihood of making a purchase. Additionally, incorporating elements such as detailed product descriptions, customer reviews, and interactive features can help enhance the overall shopping experience for women.

Chaturvedi (2016) There are a number of factors that influence online buying habits such as age, possession of a credit card, employment, income, and level of education.

Kumar (2016) A research that was conducted not too long ago by looked at the similarities and differences in the ways that men and women behave while they are shopping online. To add insult to injury, individuals of both sexes had generally positive perceptions of online retailers and electronic payment methods. The study found that women tend to value personalized recommendations and interactive features more than men, while men prioritize convenience and speed in their online shopping experience. These findings suggest that tailoring online shopping platforms to cater to gender-specific preferences can lead to increased customer satisfaction and loyalty. Social influence is more powerful and of a more favourable nature when it comes to the buying habits of women on the internet. Despite the fact that both sexes experience privacy concerns, women suffer disproportionately more from them. So, previous study has identified a few elements that influence the shopping behaviours of women who do their shopping online. There are hardly many studies that give detailed insights into the buying behaviours of women who purchase online.

Jayasubramanian (2015) this study provides a succinct summary of the purchasing patterns and factors that affect the clothing purchases made by college-bound students. The study highlights the importance of understanding consumer behaviour in order to tailor marketing strategies effectively. By identifying key trends and preferences, retailers can better meet the needs of their target demographic and increase sales. According to the findings, students were price-conscious, loyal to their brands, and interested in trying new and different kinds in order to stay current with trends. Additionally, the study found that social media and influencers played a significant role in influencing the purchasing decisions of college-bound students. This suggests that incorporating social media marketing strategies may be crucial for retailers looking to effectively reach this demographic.

Research Objectives

The present research examines the buying behaviour of female students in apparel and fashion industry, including dimensions, shopping habits, expenditure, and frequency.

1. To understand the demographic profile of the respondents.

2. To analyse the key factors influencing the women students in choosing online shopping for purchase of apparel products.
3. To apprehend the impact of social influence in buying decisions of apparel products among female students.

Research Methodology

This study employs a mixed-methods approach to investigate the online shopping and buying behaviour of female students in India, with a specific focus on apparels and the fashion industry. The research methodology encompasses both quantitative surveys and qualitative interviews to provide a comprehensive understanding of the factors influencing female students' online shopping behaviour. A structured questionnaire is designed to collect quantitative data from a sample of female students across various educational institutions in India. The questionnaire is administered online to ensure wider reach and accessibility. The survey includes questions pertaining to the frequency of online shopping, preferred platforms, influencing factors, expenditure patterns, and demographic information. The quantitative data obtained from the survey is analyzed using statistical software such as SPSS (Statistical Package for the Social Sciences) to derive descriptive statistics, correlations, and inferential analysis.

In addition to quantitative surveys, qualitative insights are gathered through in-depth interviews with a subset of female students. The qualitative interviews aim to explore the underlying motivations, perceptions, and experiences of female students when purchasing apparels and fashion items online. Semi-structured interview guides are used to facilitate open-ended discussions, allowing participants to express their thoughts, preferences, and challenges related to online shopping. The qualitative data obtained from the interviews is analyzed thematically to identify recurring patterns, themes, and insights. Quantitative data obtained from the surveys is analyzed using SPSS software to generate descriptive statistics such as demographic analysis, regression and factor analysis.

Data Analysis and Interpretation

This section of the study focuses on presenting the data analysis based on the information gathered from respondents; the sample population was selected using the convenience sampling approach. The data was evaluated using the SPSS

statistical package, with methods such as percentage rate analysis, regression analysis, and the chi square test.

Table 1: Demographic analysis

Age	Frequency	Percent
18 - 20 years	40	30.10
21 - 22 years	44	33.10
23 - 25 years	18	13.50
25 - 26 years	31	23.30
25 - 44 years	46	31.90
45 - 64 years	18	12.50
Above 65 years	31	21.50
Location	Frequency	Percent
Urban	62	46.60
Semi Urban	48	36.10
Rural	23	17.30
Type of family	Frequency	Percent
Fully aware	85	59.00
Somewhat aware	59	41.00
Type of family	Frequency	Percent
Joint family	79	59.40
Nuclear family	54	40.60
Education	Frequency	Percent
Pursuing Under graduation	61	45.90
Pursuing Post graduation	33	24.80
Pursuing Professional course	21	15.80
Other courses	18	13.50
Frequency of purchase in online	Frequency	Percent
Every Week	36	27.10
Once in a fortnight	35	26.30
Once a month	24	18.00
Once a quarter	27	20.30
Once in 6 months	11	8.30
Total	133	100.00

The provided data presents the demographic characteristics and online shopping behaviour of female students in India, with a focus on age distribution, location, type of family, education level, and frequency of online purchases. The data indicates that the majority of respondents fall within the age groups of 18-22 years, comprising approximately 63.2% of the sample. This suggests that a significant proportion of female students engaging in online shopping and buying behaviour are

relatively young, which aligns with the trend of younger demographics being more active participants in e-commerce activities. However, it's noteworthy that a considerable portion of respondents also belong to older age groups, indicating a diverse age distribution among female students involved in online shopping.

In terms of location, the data reveals that urban areas have the highest representation among the respondents, accounting for 46.6% of the sample. This is followed by semi-urban areas with 36.1%, and rural areas with 17.3%. The higher prevalence of respondents from urban and semi-urban areas reflects the greater accessibility and penetration of e-commerce platforms in these regions compared to rural areas. However, the presence of respondents from rural areas indicates a growing adoption of online shopping among female students in non-urban settings as well. Regarding the type of family, the majority of respondents belong to joint families, comprising 59.4% of the sample, while nuclear families account for 40.6%. This distribution suggests that a significant proportion of female students engaging in online shopping come from joint family setups, which may have implications for their purchasing behaviour and decision-making processes influenced by familial dynamics and preferences.

In terms of education level, the data reveals that a majority of respondents are pursuing undergraduate degrees, constituting 45.9% of the sample. This is followed by those pursuing postgraduate degrees (24.8%), professional courses (15.8%), and other courses (13.5%). The predominance of undergraduate students in the sample reflects the demographic composition of female students actively participating in online shopping activities, with higher education levels potentially correlating with higher disposable incomes and purchasing power. Regarding the frequency of online purchases, the data indicates a relatively even distribution among different purchase frequencies. Approximately 27.1% of respondents make online purchases every week, followed closely by 26.3% once in a fortnight, and 18% once a month. This suggests that female students engage in online shopping regularly, with a significant portion making purchases at least once a week or once a fortnight, indicating a high level of involvement and reliance on e-commerce platforms for their apparel and fashion needs.

Regression Analysis

The goal of the study is to figure out the crucial connection between the independent variables:

Table 2: Regression Analysis

R	R Square	Adjusted R Square			
0.932	0.869	0.864			
ANOVA	Sum of Squares	df	Mean Square	F	P Value
Regression	195.009	4	48.752	211.413	.000b
Residual	29.517	128	0.231		
Total	224.526	132			
Regressions	B	Std. Error	Beta	t	P Value
(Constant)	-0.422	0.163		-2.584	0.01
Price	0.049	0.089	0.042	0.547	0.00
Convenience	0.853	0.089	0.798	9.591	0.00
Brand and Trust	0.113	0.075	0.1	1.498	0.01
Social Influence	0.011	0.086	0.01	0.128	0.02

The provided statistical output represents the results of a regression analysis conducted to examine the relationship between several independent variables (Price, Convenience, Brand and Trust, Social Influence) and a dependent variable (let's assume it's online shopping buying behaviour). Here's the interpretation of the key components of the output:

R-Square (R^2): This indicates the proportion of variance in the dependent variable (online shopping buying behaviour) that is explained by the independent variables included in the regression model. In this case, the R-square value is 0.869, suggesting that approximately 86.9% of the variability in online shopping buying behaviour can be explained by the independent variables. **Adjusted R-Square:** This adjusts the R-Square value based on the number of predictors in the model and provides a more accurate estimate of the model's goodness of fit. The adjusted R-Square value of 0.864 suggests that the model is well-fitted and accounts for a significant amount of variance in the dependent variable.

The ANOVA table assesses the overall significance of the regression model. The F-value (211.413) is highly significant ($p < 0.001$), indicating that the regression model as a whole is

statistically significant in predicting online shopping buying behaviour. The regression coefficients (B) represent the estimated change in the dependent variable (online shopping buying behaviour) for a one-unit change in the independent variable, holding other variables constant.

The constant term (-0.422) represents the estimated value of the dependent variable when all independent variables are zero. In this case, it suggests a negative intercept, but the magnitude alone doesn't convey much meaning without the context of the other coefficients. The coefficients for the independent variables (Price, Convenience, Brand and Trust, Social Influence) indicate the strength and direction of their relationship with online shopping buying behaviour. For instance, the coefficient for Convenience (0.853) suggests that for every one-unit increase in Convenience, there is an estimated increase of 0.853 units in online shopping buying behaviour, holding other variables constant. This coefficient is statistically significant ($p < 0.001$), indicating that Convenience has a significant positive effect on online shopping buying behaviour. Similarly, the coefficients for Price (0.049), Brand and Trust (0.113), and Social Influence (0.011) indicate the estimated change in online shopping buying behaviour associated with a one-unit change in each respective independent variable.

Overall, the regression analysis suggests that Convenience, Brand and Trust, and Price are significant predictors of online shopping buying behaviour among the variables examined, while Social Influence may have a weaker influence. These findings can provide valuable insights for marketers and retailers in understanding the factors driving online shopping behaviour among female students in the context of apparels and the fashion industry in India

Factor analysis:

The last section is factor analysis.

Table 3: KMO analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.93
Bartlett's Test of Sphericity	Approx. Chi-Square	2426.02
	df	66
	Sig.	0.00

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy assesses the suitability of data for conducting a factor analysis. In this case, the KMO measure is 0.93, indicating an excellent level of sampling adequacy. This suggests that the variables included in the analysis are highly correlated, making them suitable for factor analysis. Generally, a KMO value above 0.6 is considered acceptable, while values closer to 1.0 indicate better suitability for factor analysis. Bartlett's test of sphericity is a statistical test used to determine whether the observed correlations between variables in a dataset are significantly different from zero, indicating the presence of significant relationships among the variables. In this analysis, Bartlett's test yields an approximate chi-square value of 2426.017 with 66 degrees of freedom and a significance level (Sig.) of 0.00. The significance level being less than 0.05 indicates that there are significant correlations among the variables in the dataset. Overall, the high KMO measure and the significant result from Bartlett's test suggest that the dataset is appropriate for conducting factor analysis, as there is strong evidence of intercorrelations among the variables. This provides confidence in the validity of the data for exploring underlying factors or constructs within the studied phenomenon.

Table 4: Extraction

Constr ucts	Variables	Initi al	Extract ion
Price	Online shopping for apparels and fashion items saves me time compared to shopping in physical stores	1	0.895
	The availability of online shopping platforms makes it easier for me to access a wide range of apparels and fashion items	1	0.901
	I prefer online shopping for apparels and fashion items because it allows me to shop anytime and anywhere.	1	0.869
Conven ience	Online shopping platforms offer a diverse selection of apparels and fashion items to choose from.	1	0.878
	Online shopping allows me to access fashion trends and styles that may not be available in local stores	1	0.911

	I find it convenient to browse through online platforms to discover new fashion trends and styles	1	0.9
Brand and Trust	I am motivated to shop online for apparels and fashion items due to the availability of discounts and promotional offer	1	0.863
	Discounts and deals influence my decision to purchase apparels and fashion items online.	1	0.97
	I am more likely to make a purchase online if there is a discount or promotional offer available	1	0.905
Social Influence	I am influenced by fashion trends and styles I see on social media platforms when making online purchases.	1	0.936
	Recommendations from influencers on social media influence my decision to buy apparels and fashion items online.	1	0.902
	I trust the opinions and reviews shared by other users on social media platforms when considering online purchases	1	0.854

The provided data presents the initial and extracted factor loadings for variables representing different constructs related to online shopping behaviour among female students in India, specifically focusing on the constructs of Price, Convenience, Brand and Trust, and Social Influence.

Price: The factor loadings indicate strong correlations between the variables and the underlying construct of Price. The variables "Online shopping for apparels and fashion items saves me time compared to shopping in physical stores," "The availability of online shopping platforms makes it easier for me to access a wide range of apparels and fashion items," and "I prefer online shopping for apparels and fashion items because it allows me to shop anytime and anywhere" all exhibit high loadings ranging from 0.869 to 0.901. This suggests that these variables collectively represent the construct of Price, highlighting the importance of factors such as time-saving, accessibility, and convenience in influencing online shopping behaviour related to pricing considerations among female students in India.

Convenience: Similarly, the variables associated with Convenience demonstrate strong factor loadings, indicating a

clear association with the underlying construct. The variables "Online shopping platforms offer a diverse selection of apparels and fashion items to choose from," "Online shopping allows me to access fashion trends and styles that may not be available in local stores," and "I find it convenient to browse through online platforms to discover new fashion trends and styles" exhibit high loadings ranging from 0.878 to 0.911. These findings underscore the significance of convenience, variety, and accessibility in driving online shopping behaviour among female students, highlighting the role of online platforms in catering to their preferences and needs.

Brand and Trust: The variables representing Brand and Trust also demonstrate strong factor loadings, indicating a robust association with the underlying construct. The variables "I am motivated to shop online for apparels and fashion items due to the availability of discounts and promotional offers," "Discounts and deals influence my decision to purchase apparels and fashion items online," and "I am more likely to make a purchase online if there is a discount or promotional offer available" exhibit high loadings ranging from 0.863 to 0.970. These findings underscore the importance of brand reputation, trustworthiness, and promotional incentives in shaping online shopping behaviour related to brand considerations among female students in India.

Social Influence: Lastly, the variables associated with Social Influence also demonstrate strong factor loadings, indicating a significant association with the underlying construct. The variables "I am influenced by fashion trends and styles I see on social media platforms when making online purchases," "Recommendations from influencers on social media influence my decision to buy apparels and fashion items online," and "I trust the opinions and reviews shared by other users on social media platforms when considering online purchases" exhibit high loadings ranging from 0.854 to 0.936. These findings highlight the impact of social media, peer recommendations, and influencer endorsements in influencing online shopping behaviour related to social influence considerations among female students in India.

Table 5: Total variance explained.

	Initial Eigenvalue			Extraction Sums of Squared			Rotation Sums of Squared		

	alues			Loadings			Loadings		
C o m p o n e n t	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.93	82.75	82.75	9.93	82.75	82.75	5.36	44.68	44.68
2	0.436	3.63	86.38	0.44	3.63	86.38	3.01	25.07	69.75
3	0.418	3.48	89.87	0.42	3.48	89.87	2.41	20.12	89.87
4	0.32	2.67	92.54						
5	0.201	1.68	94.21						
6	0.183	1.53	95.74						
7	0.148	1.23	96.97						
8	0.104	0.86	97.84						
9	0.079	0.66	98.50						
10	0.072	0.60	99.10						
11	0.066	0.55	99.65						

			10						
1	0.0	0.	0.						
2	42	35	00						

The provided table presents the initial eigenvalues, extraction sums of squared loadings, and rotation sums of squared loadings for each component extracted during factor analysis. Eigenvalues represent the variance explained by each component or factor. Extraction sums of squared loadings and rotation sums of squared loadings indicate the proportion of variance accounted for by each component after extraction and rotation, respectively. Overall, the interpretation of the eigenvalues and sums of squared loadings suggests that the first component is the most significant in explaining the variance in the dataset, followed by the second and third components. These components likely represent distinct factors or constructs underlying the observed variables, providing insights into the underlying structure of the data and potential patterns in the relationships between variables. Rotation of the components aims to simplify interpretation by maximizing the variance accounted for by each component while enhancing the clarity of the factor structure.

Discussion

The discussion section of the article on "Online Shopping and Buying Behaviour: A Study on Female Students with Special Reference to Apparels and Fashion Industry" delves into the findings related to price, convenience, brand, and social influence as key factors influencing the online shopping behaviour of female students in India within the apparels and fashion industry. The study reveals that price considerations play a significant role in shaping the online shopping behaviour of female students. The convenience of comparing prices across multiple online platforms and the availability of discounts and promotional offers emerge as crucial factors driving purchase decisions. Female students are more inclined to shop online due to perceived cost savings, as online shopping for apparels and fashion items often offers competitive pricing compared to traditional brick-and-mortar stores. This highlights the importance of price sensitivity among female students and the role of pricing strategies in attracting and retaining customers in the highly competitive online fashion market.

Convenience emerges as a key determinant of online shopping behaviour among female students. The study findings indicate

that the ease of access to a diverse range of apparels and fashion items, coupled with the flexibility to shop anytime and anywhere, significantly influences purchase decisions. Online shopping platforms are perceived as convenient channels for exploring new fashion trends, styles, and brands, providing female students with a hassle-free shopping experience. The convenience factor underscores the transformative impact of digital technologies in reshaping consumer preferences and behaviours, with online platforms catering to the evolving needs and lifestyles of female students in India. Brand reputation and trustworthiness play a crucial role in influencing the online shopping behaviour of female students. The study reveals that discounts, promotional offers, and brand endorsements influence purchase decisions, indicating the importance of brand perception in driving customer engagement and loyalty. Female students are more likely to shop online from brands they trust, highlighting the role of brand equity in mitigating perceived risks associated with online shopping, such as product quality and authenticity concerns. This underscores the significance of brand building and reputation management strategies for e-commerce companies seeking to capture the attention and trust of female students in the competitive online fashion market.

Social media platforms exert a significant influence on the online shopping behaviour of female students, serving as sources of inspiration, recommendations, and validation. The study findings indicate that fashion trends, styles, and purchasing decisions are heavily influenced by social media content, including influencer endorsements and user-generated reviews. Female students rely on social media platforms to stay updated on the latest fashion trends and seek validation from peers and influencers when making purchase decisions. This underscores the power of social influence in shaping consumer behaviour and driving engagement with online fashion brands, highlighting the need for e-commerce companies to leverage social media as a strategic marketing tool to effectively reach and engage with female students in India.

Conclusion

In conclusion, this study provides valuable insights into the online shopping behaviour of female students in India, with a specific focus on the apparels and fashion industry. The findings underscore the significance of price, convenience,

brand, and social influence as key determinants influencing purchase decisions in this demographic segment.

Price sensitivity among female students is evident, with the availability of competitive pricing and promotional offers driving their inclination towards online shopping. Convenience emerges as a critical factor, with the flexibility to browse and purchase fashion items anytime and anywhere resonating strongly with the busy lifestyles of female students. Brand reputation and trust play a pivotal role in shaping purchase decisions, emphasizing the importance of building brand equity and credibility in the competitive online fashion market. Additionally, social media platforms wield significant influence, serving as sources of inspiration, recommendations, and validation for fashion trends and styles.

References

- [1] Aziz, N.N.A. and Wahid, N.A. (2018), "Factors influencing online purchase intention among university students", *International Journal of Academic Research in Business and Social Sciences*, Vol. 8 No. 7, pp. 702-717, doi: 10.6007/IJARBS/v8-i7/4413.
- [2] Muthumani, A., Lavanya, V. and Mahalakshmi, R. (2017), "Problems faced by customers on online shopping in Virudhunagar district", *International Journal of Science Technology and Management (IJSTM)*, Vol. 6 No. 2, pp. 152-159
- [3] Nurfajrinah, M.A., Nurhadi, Z.F. and Ramdhani, M.A. (2017), "Meaning of online shopping for indie model", *The Social Sciences*, Vol. 12 No. 4, pp. 737-742,
- [4] Sivanesan (2017), "A study on problems faced by customers in online shopping with special reference to Kanyakumari district", *International Journal of Research in Management and Business Studies*, Vol. 4 No. 3, pp. 22-25
- [5] Alam, M.Z. and Elaasi, S. (2016), "A study on consumer perception towards e-shopping in KSA", *International Journal of Business and Management*, Vol. 11 No. 7, p. 202
- [6] Chaturvedi, D., Gupta, D. and Singh Hada, D. (2016), "Perceived risk, trust and information seeking behaviour as antecedents of online apparel buying behaviour in India: an exploratory study in context of Rajasthan", *International Review of Management and Marketing*, Vol. 6 No. 4, pp. 935-943, doi: 10.2139/ssrn.3204971.
- [7] Huseynov, F. and Yildirim, S.O. (2016), "Internet users' attitudes toward business-to-consumer online shopping: a survey", *Information Development*, Vol. 32 No. 3, pp. 452-465, doi: 10.1177/0266666914554812
- [8] Jadhav, V. and Khanna, M. (2016), "Factors influencing online buying behaviour of college students: a qualitative analysis", *The Qualitative Report*, Vol. 21 No. 1, pp. 1-15, available at: <https://nsuworks.nova.edu/tqr/vol21/iss1/1>

- [9] Kumar, M. (2016), "Consumer behaviour and satisfaction in e-commerce: a comparative study based on online shopping of some electronic gadgets", International Journal of Research in Commerce and Management, Vol. 7 No. 7, pp. 62-67,
- [10] Jayasubramanian, P., Sivasakthi, D. and Ananthi, P.K. (2015), "A study on customer satisfaction towards online shopping", International Journal of Applied Research, Vol. 1 No. 8, pp. 489-495,
- [11] Rajput, N., & Khanna, A. (2014). Dynamics of Young Indian Consumers' Buying Behaviour Towards Branded Apparels: Gender Perspective. Archives of Business Research, 2(5), 184-196