



Impact of Online Marketing on the Online Apparel Sector in Central Region of Uttar Pradesh

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ABSTRACT

It is expected that e-retail in sectors like fashion, lifestyle products, consumer durables, and apparel, will increase exponentially. With time, the internet is getting popular. This research paper aims to see the impact of online marketing in the apparel segment. Research of this study was aimed to describe the relationship between variables. For example, attitude versus online purchase intention, attitude versus chosen factors (convenience, product performance risk, financial risk, privacy risk, and hedonic shopping motive), post-purchase services, and all. To fulfill the objective a survey method was adopted where primary data was collected from 150 respondents from Lucknow and Kanpur District of UP. For gaining significant insights, the data was further utilized to test the hypothesis by the application of the Chi-square test.

KEY WORDS

e-retail, Apparel, Hedonic Shopping Motive, Purchase Intention, Attitude, Performance Risk.

INTRODUCTION

It is expected that e-retail in sectors like fashion, lifestyle products, consumer durables, apparel, and footwear will increase exponentially. With time, the internet has become popular in India. Indian customers are getting accustomed to various internet-based services. They are speedily graduating from mere email access browsing to availing essential services (*Techno Pac, 2013*). *Josh and Ling (2012)* opined that the best part of online marketing is that customers can shop whenever they find leisure time and right from the comfort of their homes (*Suresh et al 2011*), online marketing has increased and becomes very popular

in India. People buy shoes, T-shirts, Kurtis, sarees, lingerie, and designed wear items online. Around 47% of (*Worldwide Insights 2008*). The shopping community in India would be around 28 million and around USD 71 billion spent on Online Marketing. Indian shoppers are spending 11% of their income on shopping over the Internet.

Internet

Over the last two decades, the internet has changed in different ways. It developed in the era of time-sharing but has survived the era of personal computers and networking. Internet users can access millions of data on different topics over the internet or link with other internet users in many parts of the world. In the 21st century, the internet is not just a collection of successful technologies but has become a part and parcel of our daily lives. It has been fulfilling our basic needs in different ways. With the support of upgraded hardware technologies like computers, smartphones, and software systems, the Internet has been expanding more rapidly than ever expected. The Internet is a system where users can communicate with one another through interconnected computers, phones, and other similar kinds of Internet-friendly devices (*Belch and Belch, 2004*). The Internet also provides a competitive advantage to companies trying to build their brand image (*Evanschitzky et al. 2004; Levenburg 2005*). This has been helping companies to strengthen customer relationships and customize their offers to the customers (*Srinivasan, Anderson, Kishore, 2002*). Marketers can quickly communicate with customers and prospects irrespective of their locations.

Digital Marketing

Digital marketing in actual terms is the utilization of modern technologies to boost marketing-related activities so that customer understanding can be enhanced by tallying with their requirements. Digital marketing has turned out as a powerful tool to expand outreach and increase business revenue. For businesses to grow, the online and traditional methods will have to work in tandem so that the requirements of the customers can be conformed to in a more precise manner. Technology has made it much easier for marketers to manage their websites and attain their business objectives. Online marketing is instrumental in building brands and increasing web traffic for organizations to gain success.

Online Marketing

The rapid penetration of the Internet in business has led to the birth of online marketing. Online marketing involves retailing products through e-services, digital promotions, building long-term relationships with the customer, and securing an online payment. Online marketing facilitates two-way communication among customers and online marketers and supports an easy and flexible online channel for the sale and purchase of goods and services (*Muylle & Basu, 2004*). With the growth of technology, a diverse set of customers is harbored in the domestic and global online marketplace. Online marketing is reliant on information processing by customers. The ability of the website to track consumer behavior regarding search patterns and visiting products. Online marketing stands for buying and selling goods and services through the Internet. Customers can buy goods and services through the Internet in real-time from the seller, there would be no role of intermediaries. The transaction can be processed electronically. In some cases, an intermediary may be present in a sale or purchase transaction such as the transactions. A major share of online marketing is entirely conducted in electronic form for intangible products, but tangible products are delivered through courier or postal services.

Types of Online Marketing Channels

Online marketing comprises various channels to boost their business. Each channel requires its skills, technical knowledge, and intelligence to energize the online marketing campaign. Online marketing channels have several forms Search Engine Optimization, Pay-per-click, Email Marketing, Video Marketing, Microblogging, Content Marketing, Network Marketing, Affiliate Marketing, Contextual Marketing, and Social Media Marketing. Social Media Marketing is a new form of communication technology that can act as a source of information, and circulate information among customers about the brand of the product, its qualities,

and specifications. Social Media is a long-term strategy that requires sustained effort (*Hershberger, 2012*). The company gains a new communication of interactivity and enjoys a great opportunity to attract customers, business intermediaries, and their suppliers (*Cheung & Lee, 2012*).

Online Marketing Factor

Product Quality and Variety: When shopping, customers want a broad range of quality, price, and variety in products. The online market allows for such diversity thus potentially increasing online sales.

Product Promotion: Product promotions attempt to influence the customers' purchasing behavior. Like other retail methods, online channels have various promotional tools such as corporate logos, banners, pop-up messages, e-mail messages, and text-based hyperlinks to websites. These types of promotions have positively affected Internet buying.

Delivery Methods: Online purchasing typically involves the use of a delivery service because of the physical separation between the buyer and seller. For the consumer, this separation brings concern about the time lag between when a product is ordered and when it is received as well as the potential added cost of delivery. These concerns hurt online marketing.

Return Policy: The separation of buyer and seller noted above also plays a role in the customer's level of comfort regarding product returns. Today, businesses often respond to a customer's request to return a product by offering to repair, substitute, or refund the customer's money.

Customer Service: (*Walsh and Godfrey 2000*) suggested that e-tailors might have an advantage over brick-and-mortar counterparts in the area of customer service with their use of personalized websites, product customization, and value-added work.

Influence of Online Marketing on Customers: The typical Internet user of the twentieth century is young, professional, and affluent with higher levels of income and higher education (*Palumbo and Herbig, 1998*). They value time more than money which automatically makes the working population and dual-income or single-parent households with time constraints better candidates to be targeted by non-store retailers. Both demographics and personality variables such as opinion leadership or risk aversiveness are very important factors that are considered in studies trying to determine the antecedents of Internet purchases. Customers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online marketing experiences and are better candidates to be captured in the well-known concept of flow in the cyber world.

Online Marketing Behavior: Identifying the pre-purchase intentions of customers is the key to understanding why they ultimately do or do not shop from the Web market. One stream of research on online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined is transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online marketing experience, and perceived product quality.

Potential Drivers for Customers' Adoption of Online Marketing

Accessibility and convenience: The possibility to shop anytime, from anywhere is the most obvious and most commonly cited advantage of online marketing and was found to be the most important perceived consumer benefit of internet shopping in empirical studies by (*Jarvenpaa and Todd (1996-1997) and Kangis and Rankin (1996)*).

Global Choice: Since the boundaries of online marketing are not defined by geography or national borders, consumers will benefit from a wide selection of vendors and products - including a wider availability of hard-to-find products.

Online Delivery: For digital products, the whole commercial cycle, including distribution, can be conducted via a network, providing instant access to products immediately when a need arises.

Time Savings: Customers may benefit from the shopping process being faster in the market space than in the marketplace as a result of the rapidity of the search process and the transactions (*Wigand & Benjamin 1995, Krause 1998*).

Literature Review

Kalaivani & Arun Kumar, (2018) in their research article expressed that by using the information provided by the consumer towards their online marketing activities the online marketing behavior of the customers can be predicted to a certain extent. By predicting consumer purchase behavior, customized mailers can be sent to the customers thereby motivating to buy the products. Fashion brands often attract customer's attention when there is a reasonable low-price offer attached to them. The authors suggested that setting up price alert mailers or initiating text messages to the consumer's mobile phone improves the sales of the fashion brands. *Bodla and Saini (2018)* the authors of the current study aimed to identify the customer's preference for various products and e-retailers. The primary data was collected through a structured questionnaire in NCR and was analyzed through statistical tools like Mann-Whitney U and Kruskal Wallis. The analysis of the data revealed that 'electronic items' are the major preferred products followed by 'apparel/footwear and e recharge'. *Kumar Ajay and Kashyap Anil, (2018)* in their research paper aimed to explore the utilitarian shopping motivation in online marketing and validate these factors through Confirmatory factor analysis in the Indian context. The primary data was collected through a structured questionnaire. The data analysis revealed that the availability of adequate information may convert browsing into buying information about the warranty of products returned on websites motivating customers towards online marketing. the authors suggested that the appropriate mix of identified factors may assist online retailers to increase traffic at online marketing Portals. *Suraj Debbarma and Sutapa Debbarma (2018)* in their research paper examined the customer purchase intention on online marketing in North-eastern states in India. The author discussed the Technology Acceptance model and introduced a new factor of belief viz perceived convenience. The study investigates the different external factors that influence perceived usefulness and perceived ease of use in the online marketing medium.

Research Methodology- The exploration started with primary data collection from customers about their Internet Usage and online shopping. There are two broad choices of study i.e., exploratory, and descriptive. descriptive approach method is chosen as the research approach during the quantitative research of this study to describe the basic features of the data and simple summary. In the present research paper, the researcher has used both the online survey and traditional survey methods to collect and interpret the data regarding customer attitude towards online marketing of fashion goods and its impact on customer satisfaction in central reason of Uttar Pradesh. The study instrument was developed based on previous research and personal unstructured interviews with five students, a self-administrated instrument was employed online through Google Forms, which consisted of three sections about respondents' demographics, Internet usage, and their online shopping.

Objective

- To study the conceptual framework of online marketing.
- To study the effect of online marketing on online purchase of apparel.

Data Collection

Both Primary and Secondary data were collected for the analysis. The primary data was collected through structured, designed, and developed using the closed-ended variables

Sample

The sample in this study was drawn from two districts in the central reason of UP.

Hypothesis

H₀a: There is no significant difference between the Style and Design of Fashion apparel offered through online marketing and customer satisfaction.

H₁a: There is significant difference between the Style and Design of Fashion apparel offered through online marketing and customer satisfaction.

H₀b: There is no significant difference between services offered through online marketing and customer satisfaction.

H₁b: There is significant difference between services offered through online marketing and customer satisfaction.

Analysis

Demographic Profile of the Respondents

	Categories	Number of respondents	Percentage of respondent
Gender	Male	64	42.6%
	Female	86	57.4%
Age	Below 20 years	11	7.33
	21-25	35	23.33
	26-30	36	24.0
	31-35	39	26.0
	36-40	29	19.3
Residential area	Lucknow	67	44.66
	Kanpur	83	55.34
Educational qualifications	Graduate	43	25.67
	Post-Graduate	76	50.67
	Professional Degree	31	20.66
Occupation	Student	20	13.33
	Govt employee	29	19.33
	Private employee	68	45.33
	Business	13	8.67
	Housewife	20	13.33
Monthly income	Below25000	16	10.67
	25001-50000	86	57.33
	50001-75000	48	32.00

(Source: Primary Data)

Use of the Internet

Use of Internet	No of Respondents	Percentage
Daily	104	69.3
Weekly	44	29.3
Fortnightly	06	1.4

(Source: Primary Data)

Ranking of Purchase Influencing Factors

Factors	No of Respondents	Percentage
a) Price of products (1)	16	10.67
b) New fashion (2)	34	22.67
c) Affordability (4)	14	09.33
d) Easy availability (3)	26	17.33
e) Secure delivery (6)	18	12.00
f) Public image (7)	22	14.67
g) Premium quality (5)	20	13.33

(Source: Primary Data)

The sample respondents belong to Lucknow and Kanpur which is the central reason of Uttar Pradesh is female dominant who is 20 years to 35 years old. Most of the respondents are post-graduates and their occupation is a private employee. They visit approximately daily online websites for the shopping of the products and their income is 25000 to 50000 Rs. The factors that influence their shopping they give 7th rank to public image 6th to secure delivery and 5th for premium quality.

Style and Design of Fashion apparel

Style and Design of Fashion apparel	(SA)	(A)	(N)	(DA)	(SDA)
Satisfied with the size and design of clothes purchased by online marketing	35	75	05	23	12
Satisfied with the fit of garments ordered by online marketing	32	58	10	36	14
Satisfied with the feather of fabrics of garments by online marketing	16	39	04	71	20
Satisfied with the embellishment of garments ordered by online marketing	29	56	10	35	20

After the analysis of the above table, it found that most customers agree with the size and design of clothes offered by online marketing and the fitting of the garments but in the case of the feature of the fabrics they disagree with the statement they further agree with the embellishment of the garment which is provided the online marketing.

Customer Service

Customer Service	(SA)	(A)	(N)	(DA)	(SDA)
The return policy of fashion goods is negative.	17	37	08	58	30
Personal sales assistance is present in apparel	12	15	08	62	53
The facility of rechecking the orders placed through online marketing does not exist	13	26	10	59	42
Tracking the status of the delivery of fashion goods exists.	42	46	12	36	14
Customer services online are not always present.	29	86	13	12	10

Regarding the customer services that are offered through online websites, the customers disagree with the return policy of the products majority of the customers are dissatisfied with the statement that personal sales assistance is present in the apparel sector they disagree with the statement The facility of rechecking the orders placed through online marketing does not exist, the most of customers are agree with the statement Tracking the status of the delivery of fashion goods exist.

Hypothesis Testing

H_{1a}: 5% level of Significance chi-square value is 21.02 while the computed value of the chi-square is 54.14. Since the computed value is more than the tabulated value the Null hypothesis is Rejected; hence the result is significant which indicates that There is a significant difference between the Style and Design of Fashion apparel offered through online marketing and customer satisfaction.

H_{1b}: 5% level of Significance chi-square value is 26.26 while the computed value of the chi-square is 180.0. Since the computed value is more than the tabulated value the Null hypothesis is Rejected; hence the result is significant which indicates that There is a significant difference between services offered through online marketing and customer satisfaction.

CONCLUSION

In the following paragraph, an attempt has been made to draw the various conclusions derived from the collected data's analysis and findings. The present study aims to analyze the impact of online marketing on the online apparel sector in central reason of Uttar Pradesh through various parameters. The rapid penetration of

the Internet in business has led to the birth of online marketing. Online marketing involves retailing products through e-services, digital promotions, building long-term relationships with the customer, and securing an online payment. The online marketer explores new sources to provide consumer satisfaction to gain competitive leverage.

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