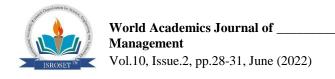# Female Consumer Perception towards Digital Marketing on the Apparel Products

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Abstract— The background to the present paper is that shoppers, significantly ladies, square measure actuated by a range of various reasons, as well as socializing and pleasure. Despite the expansion of web marketing (e-retailing), these social desires square measure mostly unmet in e-shopping. Within the street, ladies do most of the searching however on-line searching (e-shopping) tends to be dominated by male shoppers. At an equivalent time, social networking is growing quick and is particularly common amongst young females. The aim of this paper is to drawon previous analysis regarding why individuals look so as to explore the thought of social e-shopping, supported combining e-shopping with social networking. It tends to propose that shoppers, significantly young females, can like social e-shopping to ancient e-shopping. It tend to distributed a qualitative study for our propositions with a comparison experiment, semi-structured form and focus cluster, to match a standard e-shopping web site with a social e-shopping one. The findings reveal that young ladies like social e-shopping sites. Each utilitarian and indulgent young female shopper found social e-shopping pleasant and helpful. However, though several participants found the social e-shopping website tougher to use, this was outweighed by their enjoyment of the positioning and it's utility. The study demonstrates the potential worth of the thought of social e-shopping for future analysis. The findings have sensible implications in this social e-shopping will be a valuable strategy for e-retailers desirous to gain competitive advantage and to absolutely increase the e-shopping behaviour intentions of young ladies. This study is original in being the primary educational study of that we tend to square measure aware to propose the thought of social e-shopping and examine the influences of social e-shopping on shopper searching behaviour.

Keywords—e-shopping, behavior, networking, technological, feminine

I. INTRODUCTION

The first step in our introduction to digital marketing is to determine what it is exactly. Essentially, it's a term used to describe any marketing efforts that take place on the internet or on a digital device. There are many different channels that businesses use to entice customers into buying their products and services.

As there are many elements that go into digital marketing, as well as a host of different devices businesses can market on. It's a practice that goes from the subtle to the obvious, and it often takes a variety of specializations working together to be effective.

There are many stats that highlight the importance of digital marketing. With global ecommerce sales expected to reach $4.5 trillion by 2021, it's clear that there's significant potential for online promotional activity. What's more,51% of shoppers research their purchases on Google before making them. With around 4.5 billion internet users worldwide, digital marketing gives businesses the chance to reach people on platforms where they spend a lot of time and money. It also gives smaller companies an opportunity to compete with their huge rivals, allowing themto use data and insights to target customers.

We've also seen how vital digital marketing is in the first half of 2020. At the peak of the COVID-19 lockdown, online orders were up 200% compared to the previous year. For all kinds of companies, digital marketing and the sales it generated was a lifeline when stores were closed.

This study defines online apparel shopping as „the use of online stores by women up until the transactional stages of purchasing and logistics." A framework is developed adapting the previous research studies in order to develop an in-depth understanding of women's attitude towards online apparel shopping and their intention to shop on the Internet (Dabholkar & Bagozzi, 2002; Monsuwe, Dellart & De-Ruyter, 2004). The Technology Acceptance Model (TAM), first developed by Davis, is the basis for the core constructs of this framework. This model is helpful to understand the adoption of computer-based technologies on the job or in the workplace. It has also proven to be suitable as a theoretical foundation for the adoption of

ecommerce as well (Chen, Gillenson & Sherrell, 2002; Monsuwe, Dellart & De-Ruyter, 2004). According to Monsuwe, Dellart & De-Ruyter, (2004), the two main determinants of a person"s attitude toward using new technology are-firstly, the degree to which a person believes using the new technology will improve his/her performance or productivity i.e. its "usefulness" and secondly, This framework suits the investigation as the understanding of the determinants of women's attitude has both a direct and positive effect on women's intentions to actually use the Internet for shopping apparels. The two main determinants of a person's attitude toward using a new technology viz., usefulness, the degree to which a person believes using the new technology will improve his/her performance or productivity and ease of use, the extent to which a person believes that using the new technology will be free of effort.

Literature review

Researchers have attempted to identify factors affecting Indian consumers" online purchase behaviour from various several factors affect online buying decisions of consumers. Consumers" attitude and shopping intentions on the Internet are guided by a wide variety of situational factors, like geographical distance, lack of mobility, time pressure, attractiveness of alternatives and need for special items.

Important attributes of digital marketing are convenience and accessibility to most consumers (Wolfinbarger & Gilly, 2001). Digital marketing decisions are also influenced by the type of product or service. Absence of aid and the lack of physical contact in shopping on the Internet is one factor that influences this suitability. The need to feel, touch, smell, or try the product, which is not possible when shopping online is another factor. An individual'sresponse to a task involving judgment is based on three aspects viz., individual's past experiences, the context or background and the stimulus (Helson, 1964). Internet shopping history of the consumer influences intention to shop online. Trust and risk are the major factors that influence customer participation in web-based commerce, which have the potential to increase the frequency of digital marketing activity (Al-Mowalad, 2013).

In an Internet environment, business is being transformed to a social relationship from a transactional relationship. The advent of social media has opened a new avenue of marketing for corporations. As consumers are increasingly referring to social media sites before making a purchase, the word-on-web replaced the word-of-mouth publicity, greatly influencing buying behaviour. In digital marketing, trust is interwoven with risk (McAllister, 1995).

Trust reduces the consumer's perception of risk associated with opportunistic behaviour by the seller (Ganesan, 1994). The reason for consumers not purchasing from Internet shops is reported to be lack of trust. Under conditions of uncertainty and risk, trust is an important factor in traditional theories.

Mayer, Davis & Schoorman, (1995) developed a model combining traditional marketing philosophy on consumer motivation to buy and the trust model, where propensity for trust, a personality trait possessed by buyers is an important antecedent. Buyer with a high propensity for trust is likely to be a potential customer than a buyer with a lower propensity.

Ability, benevolence and integrity are the main elements of trustworthiness. According to Gefen & Straub (2002) trust is very important in e-commerce and the lack of it is the major factor for consumers to avoid online purchases (Gefen & Straub, 2002; Emurian & Wang, 2005). Humans must decrease their social uncertainty, that is, to try to control their environment and behaviour of other people.

This is usually done by rules and customs. As Internet is a new sales channel, there are few established customs and rules, which is why trust is so important in e-commerce (Gefen & Straub, 2002). Varma and Aggarwal (2014) in a study on Mumbai's western suburbs homemakers found that digital marketing for them is both utilitarian and hedonic experience and is a leisure activity directed to reduce their boredom. According to Stone (1954), shoppers are classified as the economic, personalizing, ethical and apathetic shoppers.

II.   RELATED WORK

Female consumer perception on digital is depend to understanding women's intentions to shop online, this study investigated six factors viz., consumer traits, situational factors, product characteristics, and previous digital marketing experience, trust in digital marketing and product attributes.

Statement of the problem

Digital marketing is growing in this era and the technological process has been developed by this digital marketing online shopping is more important in day to day and it makes rapid development in online purchasing. Due to technological increases the world becomes a digitalized and the customers are playing major role in digital marketing activities. In those days people have used to purchase in traditional methods but now the customers are using to purchase through online by using some of the store apps like filpkart, Amazon, Myntra and meesho etc., Now a days digital marketing is more popular in metropolitan cities but not much more aware in rural even if known about the digital marketing but they refuse to buy in online. Many researchers has been identified about the growth of digital marketing but it is a lagging about the concepts of female perceptions on digital marketing and to know the behaviour of buying intention on digital marketing.

This study will be helpful for the marketers to improve the marketing skills based the female perceptions.

Objectives

(a) To know the demographic characteristics of women digital marketing

(b) To identify the factors affecting digital marketing preferences of female consumers.

(c) To know the perception towards digital marketing

III. METHODOLOGY

"A research design is the arrangement of conditions for collection and analysis data in a manner that aims to combine relevance to the researcher purpose with economy in procedure".

It constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do form writing the hypothesis and its operational implication to the final analysis of data. The Research Design undertaken for the study is Descriptive one. A study, which wants to portray the characteristics of a group or individuals or situation, is known as Descriptive study. It is mostly qualitative in nature.

Types of data collected

Primary Data: The primary data was collected through structured questionnaire with the sample size of 200.

Secondary Data: Secondary data was collected from Internets, various books, Journals, and Company Records.

Questionnaire construction: Questionnaires were constructed based on the Open ended questions, Close ended questions and multiple choice questions

Table 1

S.No	Factors affecting perception of women consumers	HA	A	N	D	HD	Mean	Rank
1.	Do you purchase things online very often?	20	80	50	40	10	3.29	9
2.	Digital marketing saves time	140	44	16	0	0	4.61	1
3.	Digital marketing makes easier to buy goods	128	60	12	0	0	4.57	2
4.	Digital marketing is reliable	12	60	72	32	24	3.01	11
5.	Digital marketing is a status symbol	40	92	8	44	16	3.47	5
6.	Digital marketing is wastage of money	36	44	20	70	30	2.92	12
7.	Digital marketing fits into life style	48	72	8	40	32	3.31	8
8.	Digital marketing makes easy to find the need of products	72	88	8	20	12	3.93	4
9.	Digital marketing enables to compare products	40	56	24	52	28	3.12	10
10.	Digital marketing gives me more time for my family	46	74	12	36	32	3.32	7
11.	The information provided by the sellers about the goods available online is enough	32	48	20	64	36	2.87	13
12.	Online shopping involves risk in monetary transactions	20	36	24	72	48	2.53	14
13.	Have ever experienced bad sales services e.g. received a bad quality or different goods than you purchased for?	16	24	20	90	50	2.32	15
14.	Are you satisfied with the in time delivery of goods you paid for?	36	92	8	44	20	3.39	6
15.	You have a personal computer and a stable internet connection at home	116	44	24	20	16	4.11	3

From the above table online shopping saves a lot of time" has scored the highest response (4.61). Online shopping makes it easier to buy goods" with a mean of 4.57. The respondents feel that online shopping saves them from travelling and going to the market. The next factor with highest response (4.11) is „You have a personal computer and a stable internet connection at home". The fourth factor with highest response (3.93) is „Online shopping makes it easy to find what I need". The fifth factor with highest response (3.47) is „Online shopping is a status symbol". The next factor with highest response (3.39) is „Are you satisfied with the in time delivery of goods you paid for". The seventh factor with highest response (3.32) is „Online shopping gives me more time for my family". The next factor with highest response (3.31) is „Online shopping fits into my life style". The next factor with highest response (3.29) is „Do you purchase things online very often". This shows that most of the respondents are frequent buyers. The next factor with highest response (3.13) is „Online shopping enables me to compare products by providing a wide range of choices". The eleventh factor with highest response (3.01) is „Online shopping is reliable". The next factor with highest response (2.92) is „Online shopping is wastage of money". The next factor is, The information provided by the sellers about the goods available online is enough". In the end, the last factor with lowest response (2.32) is „Have you ever experienced bad sales services". Very few respondents (20%) admit to having experienced bad sales services.

IV. RESULTS AND DISCUSSION

Most of the feminine web shoppers are-students within the age bracket of 21-25 years, graduates/students and dependents. Majority of them don't seem to be married. Their frequency of purchase is usually monthly. The six factors known through correlational analysis viz., easy use & convenience, security, utility, time effectiveness, departing supplying and feedback explained quite sixty nine of variance. Easy use and convenience play a big role in attracting on-line feminine customers. Web site style and options that give helpful data to the shoppers and convenience searching for} from home build they use on-line shopping. Security of the web group action and supply believability of the provider area unit vital too. Feminine customers use on-line reviews on the product that they need to get to assess their utility. For many of the feminine customers" effective time management is a very important thought for opting to shop for on-line. A very important thought for the feminine on-line customers is that the method of returning a product once it's to be in hot water numerous reasons. These concerns area unit vital for the selling managers to make a decision on the ways for on-line selling of their merchandise.

Based on the findings the suggestions are given below, the female consumers always refer from a secure connection. E-Commerce corporations ought to specialize in feminine shoppers within the people of twenty one to twenty five years, graduates and either throughout their billet (i.e. they're dependents) or within the youth of their career. Feminine shoppers are showing positive perspective towards shopping for on-line. Six factors viz., easy use & convenience, security, utility, time effectiveness, outward-bound supplying and feedback make a case for over sixty nine variance. E-Commerce corporations got to closely

monitor these factors and facilitate positive outcomes for the feminine shoppers.

V. CONCLUSION AND FUTURE SCOPE

Online looking is turning into standard by the day. Marketers realize understanding customer's want for on-line commercialism a challenge. specially, understanding angle of the consumer's towards on-line looking, enhancements within the factors that influence customers to buy on-line and dealing on factors that have an effect on customers to buy on-line can facilitate marketers to achieve the competitive edge over others. Therefore, the main target of this study was primarily on factors that influence feminine customers to buy on-line. On-line marketing is extremely completely different from the shop formats of marketing. The analysis created a shot to seek out the triggers that influence shopper shopping for behaviour in on-line retail formats. The exploratory correlational analysis over factors viz., simple use & convenience, security, utility, time effectiveness, outgoing provision and feedback because the determinants of feminine shopper shopping for behaviour on-line. On-line retailers should take this into thought whereas coming up with their computer program.

The factors influencing feminine shopping for behaviour framework are often helpful to each practitioners and teachers. It might facilitate on-line marketers and e-Commerce corporations to spot problems requiring special attention to the factors impacting their on-line business or evaluating their existing on-line venture. For educational analyzers this classification might be a basis for the formulation of recent hypotheses and research queries resulting in higher mapping of the net consumer's behaviour. This analysis is often employed by on-line retailers to form their selling strategy. The framework might even be the premise of additional analysis targeted onhigher understanding of the character and weight of the factors influencing shopping for women behaviour, either in isolation or in interaction with one another and in numerous e-retailing markets. This analysis doesn't embrace those who square measure privy to on-line selling however not participated in on-line looking. Finally, these six factors should be thought to be a dynamic and evolving subject instead of a static one. The developments within the virtual marketplace, dynamical client techno-graphics and technological innovation can gift e-marketers with new tools and ways for enhancing their customers'' on-line expertise.

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