A Study On Online Ethnic Wear Buying Behaviour of Working Professionals

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Abstract
The rapid advancement of digital technologies has significantly transformed consumer buying behaviour by reshaping the way individuals search for, evaluate, and purchase products. The widespread adoption of the internet, smartphones, digital payment systems, social media marketing, and e-commerce platforms has shifted consumer preference from traditional offline shopping to online marketplaces. Online shopping offers numerous advantages, including convenience, wider product variety, competitive pricing, attractive discounts, secure digital payment options, home delivery, and easy return or exchange policies. In India, the growth of e-commerce has been particularly remarkable, with fashion and apparel emerging as one of the leading product categories contributing to online retail expansion. Consumer purchase behaviour in the online environment is influenced by multiple factors, such as product information, customer reviews, ratings, brand reputation, payment security, delivery services, and perceived risk. Understanding these factors has become essential for marketers and e-commerce businesses to improve customer satisfaction and enhance long-term consumer relationships. The present study aims to examine the factors influencing purchasing preferences of consumers in the digital marketplace. A descriptive and analytical research design was adopted for the study. Primary data were collected through a structured questionnaire from 80 respondents selected using an appropriate sampling technique. The collected data were analysed using suitable descriptive and analytical methods to identify key patterns in consumer behaviour. The findings reveal that convenience, competitive pricing, promotional offers, ease of product comparison, secure payment systems, and positive customer reviews significantly influence online purchase decisions. However, concerns regarding product quality, privacy, size accuracy, and data security continue to affect consumer confidence in online shopping. The study concludes that although online shopping has become an integral part of modern consumer lifestyles, strengthening consumer trust through transparent product information, efficient customer service, reliable delivery, and secure payment mechanisms is essential for sustaining customer satisfaction and encouraging repeat purchases in India's rapidly expanding e-commerce sector.

Keywords: Consumer Buying Behaviour, Online Shopping, E-commerce, Digital Payment, Consumer Satisfaction, Fashion and Apparel, India.

1. Introduction

The rapid expansion of e-commerce and digital technologies has transformed consumer purchasing behaviour, particularly in the apparel sector. Online shopping offers convenience, time efficiency, product variety, easy price comparison, and access to a wide range of brands. These benefits are especially relevant to working professionals, whose busy lifestyles and occupational commitments often limit the time available for conventional shopping.

Ethnic wear holds an important place in Indian clothing culture and is widely worn for professional, festive, social, and cultural occasions. With the growth of online fashion platforms, consumers can now access a diverse range of ethnic wear in terms of designs, fabrics, brands, sizes, and price categories. However, factors such as product quality, size and fit, price, reviews, trust, return policies, and delivery services may influence online purchase decisions.

Working professionals constitute an important consumer segment whose ethnic wear buying behaviour may be shaped by lifestyle, income, convenience, fashion preferences, and occupational requirements. Therefore, understanding their preferences and purchasing behaviour is important for both researchers and online apparel retailers. The present study aims to examine the online ethnic wear buying behaviour of working professionals and identify the factors influencing their purchase decisions.

2. Literature Review

Mehta and Barad (2014) studied online shopping behaviour of consumers in Rajkot city. The study examined online buying behaviour, satisfaction level and preferred price range of products. The researchers selected 250 online shoppers through convenience sampling and used percentage analysis and chi-square tests. The study concluded that online shopping is beneficial for both sellers and buyers.

This study provides a Gujarat-based reference for understanding online shopping behaviour and is therefore useful for the present South Gujarat-based research.

Gupta and Gahlawat (2021) studied consumer behaviour while purchasing goods online. They collected data from 500 consumers through convenience sampling using a structured questionnaire. Their findings showed that online shopping provides an innovative and eco-friendly shopping environment, while heavy discounts attract a large number of consumers. This indicates that promotional offers are important motivators in online shopping.

Pal and Kumari (2023) analysed online buying behaviour of consumers living in Patna city. They selected 50 respondents through convenience sampling and used percentage analysis, bar diagrams and pie charts. The study found that the shift from offline to online purchasing had increased significantly in recent years and that offers attract consumers towards online purchasing. This supports the idea that discounts and promotional strategies play an important role in online buying behaviour.

Gurnani and Gupta (2024) studied factors affecting consumer behaviour in the Indian fashion retail industry. The study collected 80 responses from respondents above 18 years of age using convenience sampling. The findings suggested that retailers need to adapt to changing consumer trends, embrace innovation, use technology and focus on customer-centric strategies. This is relevant to the present study because online ethnic wear retailers also need to understand changing consumer expectations.

Hwang (2024) examined e-commerce and consumer behaviour with special reference to personalization, content marketing, reward programmes and trust-building qualities. The study used both qualitative and quantitative data and applied SPSS for analysis. The findings indicated that personalization, content marketing and loyalty programmes significantly influence consumer engagement and loyalty. This study is useful for the present research because online ethnic wear platforms also use personalized recommendations, product suggestions, festive offers and loyalty benefits to attract consumers.

Yadav and Prasad (2024) studied consumer behaviour and trust in e-commerce. Their objectives were to understand consumer perceptions and identify factors influencing consumer behaviour while selecting e-commerce platforms. The findings showed that consumers consider delivery date, product price and availability while purchasing. Quality assurance and reasonable pricing influence purchase decisions, while trusted platforms such as Amazon and Myntra encourage consumers to shop online. This finding directly supports the present study because trust, price, quality and delivery are important variables in online ethnic wear buying behaviour.

Sharma and Chawla (2024) studied the shift in consumer buying behaviour towards online shopping. The researchers collected 50 responses using convenience sampling through Google Forms. The findings showed that online buying behaviour is influenced by age, gender, pricing, convenience and the attractive discounts offered by major e-commerce platforms such as Amazon and Flipkart. This study confirms the importance of demographic and promotional factors in online shopping.

Raghavendra and Ravanan (2024) examined online buying behaviour in Bengaluru city using 500 responses collected through convenience sampling. Their findings showed that price was the most influential factor, followed by convenience, product variety and brand reputation. This is important for the present study because price sensitivity, convenience and brand reputation are also expected to influence online ethnic wear buying behaviour.

These studies collectively show that online shopping behaviour is influenced by convenience, price, discounts, product variety, delivery, trust, demographic factors and past experience. However, most of these studies focus on general online shopping and not specifically on ethnic wear.

3. Research Methodology

3.1Data Collection Method

The present study adopted a descriptive research design to examine the online ethnic wear buying behaviour of working professionals. The study was based on primary data collected from 80 working professionals through a structured questionnaire prepared using Google Forms. Respondents were selected using convenience sampling, based on their accessibility and willingness to participate in the study. The collected data were organized and analysed using appropriate statistical techniques in accordance with the objectives of the study.

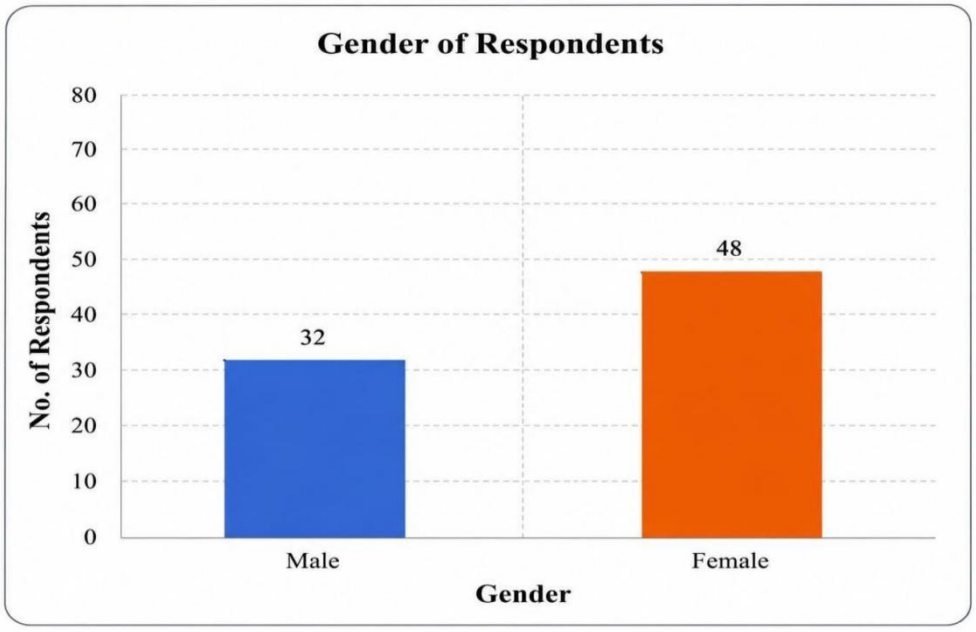
3.2Objectives of the Study

- To assess the key preference dimensions influencing working professionals online purchase of ethnic wear.
- To analyse the major decision-making factors

influencing Working professionals while purchasing ethnic wear online.

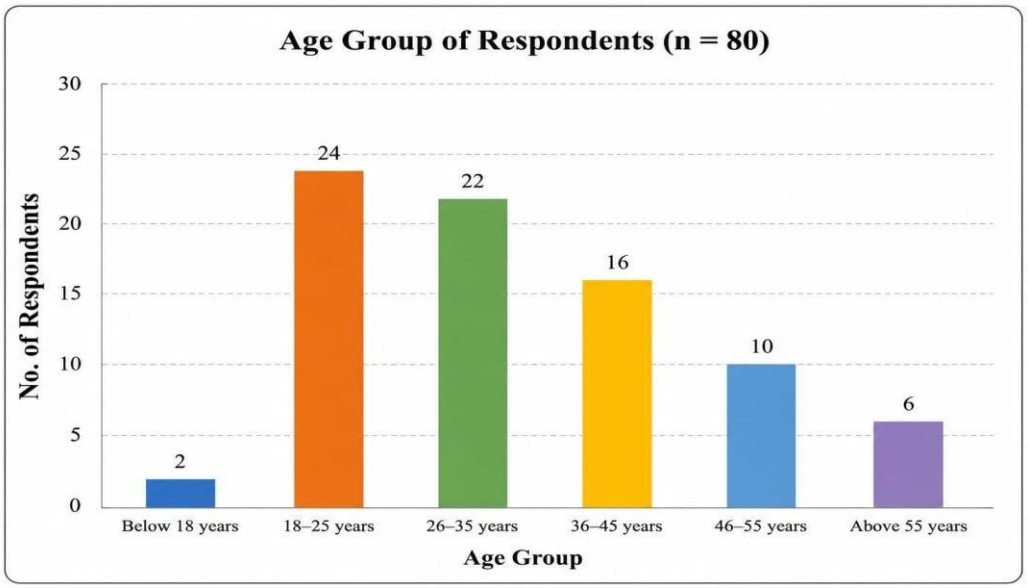
4 Data Analysis

Descriptive Data Analysis



Interpritation

The chart shows that out of 80 respondents, 48 (60%) were female and 32 (40%) were male. Thus, female respondents constituted the majority of the sample.



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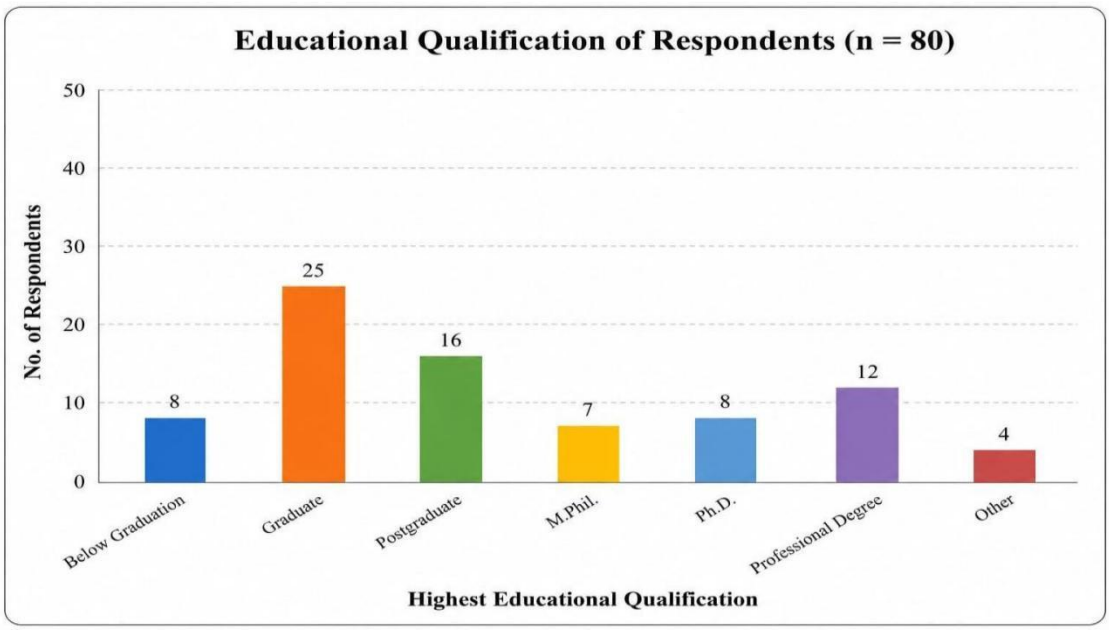

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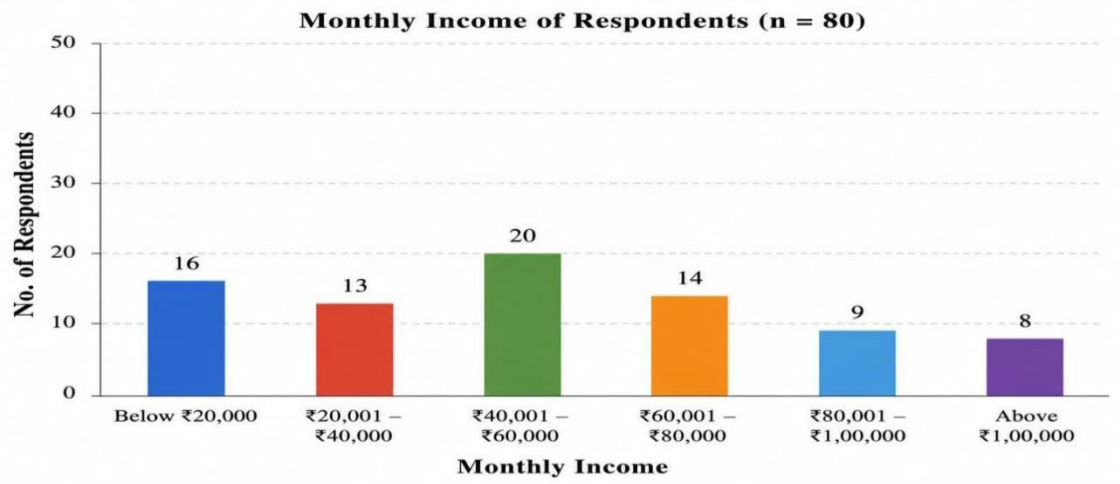

Interpritation

The data show that the highest proportion of respondents (20) have a monthly income of

₹40,001–₹60,000, followed by 16 respondents earning below ₹20,000. The lowest number of respondents (8) earn above ₹1,00,000, indicating that most respondents belong to the middle-income groups.

Interpritation

The findings show that most respondents are graduates (26), followed by those below graduation (16) and postgraduates (14). Only a small proportion have M.Phil. (4) or Ph.D. (5) qualifications, indicating that the sample is predominantly graduate-level educated.

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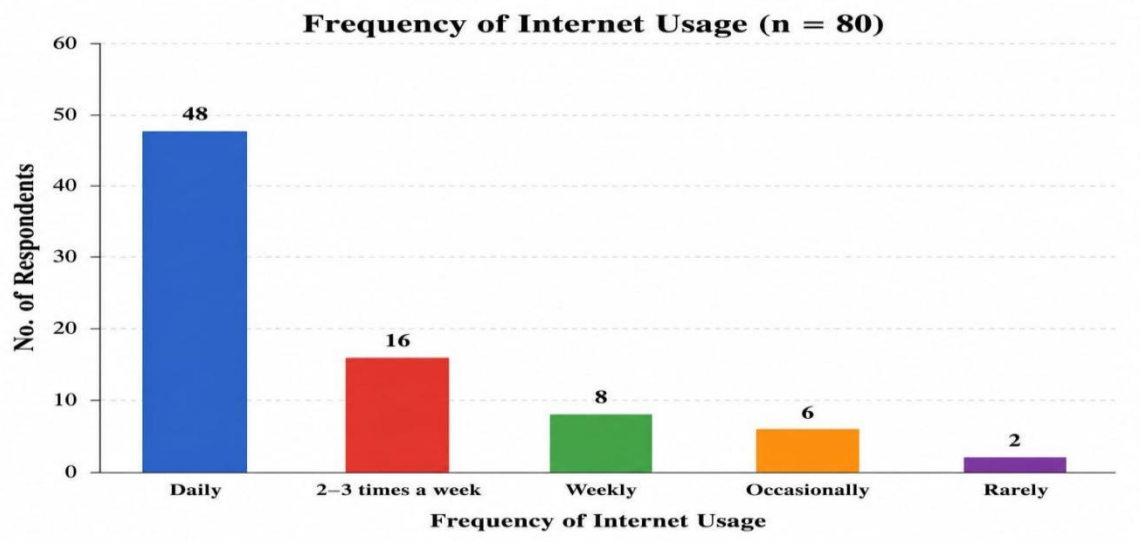
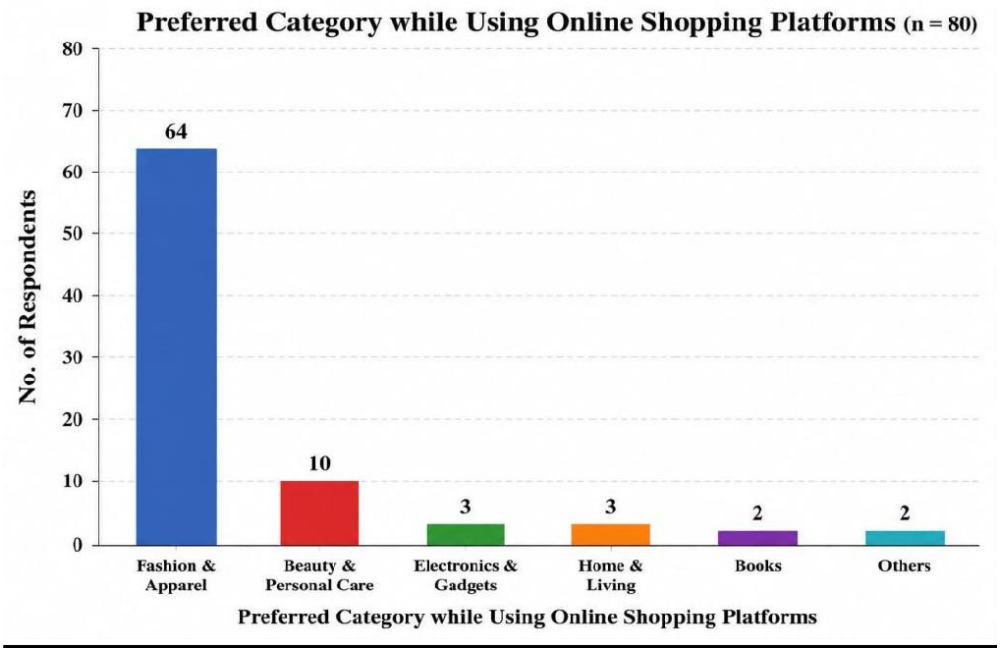


Interpritation

The majority of respondents (48) use the internet daily, followed by 16 respondents who use it 2–3 times a week. Only 2 respondents use the internet rarely, indicating a high level of internet usage among the respondents.



Interpritation

The majority of respondents (64) prefer Fashion & Apparel while shopping online, followed by Beauty & Personal Care (10). Electronics & Gadgets and Home & Living are preferred by 3 respondents each, while Books and Other categories are least preferred (2 each).



Interpritation

The findings show that 52 respondents (65%) had previously purchased ethnic wear through online platforms, while 28 respondents (35%) had not. This indicates that online purchase of ethnic wear is fairly common among the respondents.

Objectives

- To assess the key preference dimensions influencing consumers' online purchase of ethnic wear.

Table: Weighted Mean Score and Ranking of the key preference dimensions influencing consumers' online purchase of ethnic wear.

RANK	PREFRENCE/DIMENSION STATEMENT	SD(1)	D(2)	N(3)	A(4)	SA(5)	TOTAL WEIGHTED SCORE	WEIGHTED MEAN
1.	Size and fit are important factor in my online ethnic wear purchase decision.	0	2	21	38	19	315	3.94
2.	Product images and descriptions affect my purchase decisions.	2	1	20	41	16	308	3.85
3.	Return and exchange policy influences my preference for online ethnic wear shopping.	1	1	24	40	14	306	3.82
4.	Delivery time influences my decision to purchase ethnic wear online.	0	2	26	37	15	302	3.78

5.	Product quality is an important factor while buying ethnic wear online.	3	13	16	23	25	294	3.68
6.	Design and pattern influence my decision while purchasing ethnic wear online.	1	7	26		30	16 293	3.66

Note: SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree. Sample size = 80 respondents.

Interpritation

The findings indicate that Working professionals online purchase of ethnic wear is mainly influenced by practical and risk-reducing factors. The highest-ranked dimensions were size and fit, product images and descriptions, return and exchange policy, delivery time, fabric quality information, and product quality. These results show that consumers prefer online platforms that provide accurate product presentation, reliable size guidance, clear fabric details, timely delivery, and easy return or exchange options.

- To analyse the major decision-making factors influencing consumers while purchasing ethnic wear online.

Table: Weighted Mean Score and Ranking of Decision-Making Factors Influencing Online Ethnic Wear Purchase.

RANK	DECISION MAKING FACTORS	SD F*1	D F*2	N F*3	A F*4	SA F*5	TOTAL WEIGHTED SCORE	TOTAL MEAN SCORE
1.	Size and fit are important factors in my online ethnic wear purchase decision.	0	2	20	39	19	315	3.94
2.	Product images and descriptions affect my online purchase decision.	2	1	20	41	16	308	3.85
3.	Return and exchange policy influences my preference for online ethnic wear shopping.	1	1	24	40	14	305	3.81
4.	Delivery time influences my decision to purchase ethnic wear online.	0	2	27	37	14	303	3.79

5.	Fabric quality information influences my online ethnic wear purchase decision.	4	10	18	21	27	297	3.71
6.	Product quality is an important factor while buying ethnic wear online	3	5	20	25	27	308	3.85

SD = Strongly Disagree = 1 weighted score

D = Disagree = 2 weighted score

N = Neutral = 3 weighted Score

A = Agree = 4 weighted Score

SA = Strongly Agree = 5 weighted score

WEIGHTED MEAN SCORE = TOTAL WEIGHTED SCORE/TOTAL RESPONDENTS

Interpritation

The findings indicate that Working professionals online purchase of ethnic wear is mainly influenced by practical and risk-reducing factors. The highest-ranked dimensions were size and fit, product images and descriptions, return and exchange policy, delivery time, fabric quality information, and product quality. These results show that consumers prefer online platforms that provide accurate product presentation, reliable size guidance, clear fabric details, timely delivery, and easy return or exchange options.

5 Conclusion And Discussion

The findings indicate that working professionals generally show a positive attitude towards purchasing ethnic wear through online platforms. Among the major factors, size and fit emerged as the most important consideration, with the highest weighted mean score of 3.94. Product images and descriptions and product quality also showed high importance, both recording a mean score of 3.85. The return and exchange policy (3.81) and delivery time (3.79) were also found to influence online purchase decisions considerably. Fabric quality information (3.71), although ranked lowest among the six factors, still reflected an overall positive level of agreement. Overall, the results suggest that working professionals value product reliability, accurate information, convenience, and reduced purchase risk while buying ethnic wear online.

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