Investigating the Decision Making Style of College Student Regarding Online Apparel Shopping

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Abstract

Internet Shopping in this globalized era has built up a significant value in the current business environment. The advancement of internet shopping has opened the entryway of opportunities to utilize and give an upper hand over firms. The reason for this research is to inspect the decision making style of college students in regards to online attire shopping and the shopping conduct of this gathering of customers and also to Identify the comparability between the shopping behaviors and the decision-making characteristics of the online apparel shoppers. A conceptual structure of Consumer Style Inventory (CSI) which was developed by Sproles and Kendall (1986) was adopted to guide this study. To understand the consumers' shopping orientation, CSI has been identified as an important tool.

Introduction

Internet has rapidly evolved into a global phenomenon and has changed the way of buying and shopping of goods and services. In order to remain ahead in highly competitive markets, many companies started using internet for cutting marketing costs which results in reducing the cost of their items and services. Internet is also used by the companies to convey, transfer and disperse the information, to sell the product, to take response and also to conduct survey with customers.

Internet is used by the customers not only to purchase the products online but also to compare various features of the product that the customers will receive after purchasing the product from a particular store. The various features of the product that the customers will compare are prices, after sale service facility etc. Many experts are supportive about the outlook of online business.

This experimental study included an online overview for information accumulation. A questionnaire was created and given to different students. This study comes about that college students invested their more energy online on pre purchase choice making exercises. A large portion of the respondents invested their energy in assessing distinctive clothing items online yet not on requesting the chose items. The outcomes demonstrated that a portion of the attributes of the CSI are identified with the recurrence of purchasing attire online and source of paying the sum on the web, and so forth. The eight decision making characteristics on which the consumers made their responses are: Perfectionist or Quality conscious, Brand conscious, Novelty conscious, Recreation conscious, Impulsiveness conscious, Price conscious, Brand loyalty conscious and confusion by over choice conscious.

Consumer Decision Making Style

A consumer decision making style is defined as "a mental introduction describing a consumer's approach to making consumer choices". The consumer decision making process is a difficult case. The number of factors which are included in purchase of goods or services could affect the decision of the consumers. Sproles and Kendall (1986) have designed a model which is used to determine the decision making styles of consumers. They have augmented the Consumer Style Inventory (CSI) based on the sample of different consumers. The application of consumer style inventory has been investigated across numerous cultures to know the decision making style of various consumers.

A review of literature has revealed that the decision making style of the consumers are affected by the characteristics of the consumers. Those consumer characteristics which affect the decision making styles are impulse buying, recreational shopping, and brand loyalty, behavioral dimension, shopping motive and customer confusion. And these are all based on CSI model.

Although, few study disagree that the CSI model is not sufficient to understand the new type of shopping behavior of the consumers as this model was developed in mid -1980s and now the most coming up studies are focused on retesting its validity rather than identifying new types of styles of consumers.

Statement of the Problem

Inside of a rising economy, Indian customers secure more abilities and capacities to assemble better decisions and to add to some particular decision making styles in different retail channels with more purchasing experience. Indian consumers are currently in a vibrant process. As India is moving into a technologically advanced stage, it is important to understand the Indian consumer groups.

Among the Indian shoppers, college students mean the significant fragment of the aggregate Internet clients. Though, for better understanding of this kind of consumers, a research has been conducted. To target big consumer groups, it is important for marketers to understand this current bunch's web shopping conduct and decision making styles to construct systems.

As the Internet impacts decision-making of every individual, online consumers may build a decision-making style that is different from the normal shoppers. However, no systematic study has been conducted to understand the online shoppers from a decision-making point of view. This research has been done to apply CSI style to examine the Internet shopping criteria.

Objectives of the study

The reason for this research is to inspect the decision making style of college student with respect to online attire shopping and the shopping conduct of this gathering of customers.

To comprehend this gathering of clothing customers, the theoretical outline of decision making style of Sproles and Kendall (1986) is applied.

In particular, the targets of this research are to:

- Examine the online apparel shopping behavior of the college students

- Classify the decision-making characteristics of the online apparel shoppers

- Identify the comparability between the shopping behaviors and the decision-

- Making characteristics of the online apparel shoppers.

Hypothesis

H1: College students use the Internet more frequently to perform pre purchase decision making strides than absolute buying.

H2: College students as online attire customers will show assorted decision settling on qualities appear differently in relation to eight decision making attributes initially recognized by Sproles and Kendall (1986).

H3: There will be a connection between the decision making attributes and the recurrence of online clothing acquiring among the college students as online attire customers.

Literature Review

The consumer decision making process is a compound phenomenon. The consumer decision making procedure plots a purchasing process in which a customer experiences numerous things to settle on an official conclusion in order to buy any item. Appropriate consumer decision making process includes logical steps: 1) deciding the problem, 2) examining numerous choices, and   3) choosing the best option taking into account the specific situation. According to Engel et al. (1986), while making a decision a consumer follows the five stages 1) problem recognition   2) information search 3) alternative evaluation 4) product choice, and 5) making a reasonable purchase decision.

Consumer Decision Making Process

- **Problem Recognition**

- **Information Search**

- **Alternative Solution**

- **Product Choice**

- **Purchase Decision**

Five stage consumer decision making process model

In the first step, problem recognition or sometimes which is also known as need recognition is a situation in which an individual discovers a gap between the real status and the fancied or perfect status. This need can be satisfied by either internal or external circumstances. A consumer, if want, may replace an item that fills his or her needs totally with another through variety seeking on the Internet. Van, Hoyer and Inman (1996) have suggested that rather than variety-seeking behavior, repeat purchasing can be stimulated by higher purchase frequencies.

The next stage of decision making process is information search. Once the problem is perceived, then the consumer starts searching for the information from internal or external sources. To collect the information about available products, the consumer uses different channels which might fulfill the needs of the consumers. Consumer will possess all the search of the information contingent upon the kind of item he or she is considers acquiring, contribution with the item and the level of saw contrasts, either internal or external data. But it is important to know that better information about the sought item can lessen the inquiry time and enhance the hunt effectiveness of the purchaser.

After the information searching stage, when the choices are accessible to be analyzed then the purchaser analyzes the options based upon his or her assessment criteria, for example which can be price, color and quality for purchasing of the apparel. The consumer chooses one of the options, which is uniform with his or her goals, convictions, or disposition. Consumers don't settle on their choices just on the premise of the data about the diverse brands, yet they likewise settle on their choices by perceiving how simple it is for the buyers to process the data on the Internet.

Now comes the purchase decision stage in which the consumers rank the items as per the list choice. Two factors are there which influence this stage: 1) consumer's preference can be changed by the attitude of others i.e. best friends or community pressure. 2) Some sudden situational elements are likewise there that influence the buy choice of the buyer, for example, the cost of the item or some other more pressing buys. As we realize that internet shopping typically happens in a more private environment, so other individuals' impacts possibly unimportant. Yet at the same time various elements are there which could influence the decision making of buyers amid their obtaining procedure, shoppers approach the business sector with certain essential choice making styles.

Consumer Decision Making Style

A consumer decision making style is defined as "a mental introduction describing a consumer's approach to making consumer choices". Sproles & Kendall's (1986) consumer decision making style idea is proportionate to the individual identity in psychology. The objective of Sproles and Kendall's study (1986) was to give an instrument to the marketers to better understand consumers' purchasing style. In selecting appropriate market segments, consumer decision making style is an essential instrument for marketers. According to Sproles and Kendall (1986), consumer decision making styles are

characterized in three ways: psychographic/lifestyle approach, the consumer typology approach and the consumer characteristics approach. The first is a psychographic or lifestyle approach, which utilized customers' distinctive personality attributes, state of mind, assessments, qualities, and decisions. The second approach is that of consumer typology, which characterizes general purchaser types, such as financial customers, ethnic customers, apathetic customers, store-faithful customers, recreational customers, convenience customers, price-oriented shoppers, brand-loyal shoppers, critical thinking customers, quality customers, fashion customers, brand cognizant customers and hasty customers. The third is the consumer characteristics approach, which concentrates on consumer intellectual and affective introductions

Consumer Style Inventory

Sproles and Kendall (1986) added to a scale, called the Consumer Style Inventory (CSI), which recognized eight mental characteristics of client decision making style. The CSI gives a quantitative instrument to gathering the particular purchaser decision making properties into unmistakable attributes of shopping presentation. Sproles' (1986) exploratory study gave the establishment and reasonable system for the CSI. CSI is a sanction measure of eight crucial shopper decision making attributes. As indicated by Sproles and Kendall (1986), the shopper decision making style is taking into account person characteristics and according to them consumers reaches the market place with their own particular style of decision making. Through experimental analysis, Sproles and Kendall characterized the eight attributes of consumer decision making style:-

- Perfectionist or Quality conscious

- Brand conscious

- Novelty or Fashion conscious

- Recreation or Hedonic conscious

- Impulsiveness or Careless conscious

- Price conscious

- Confusion by over choice conscious

- Habit or Brand loyalty conscious

Perfectionist or Quality conscious:

Perfectionist or Quality consciousness term is defined as recognition of high quality products and a longing to make a perfect choice when the consumer purchases the products. This kind of consumers has specific views about the best products and is quality conscious. Consumer decision making is affected by the quality of the product. For some people, quality is an important tool when purchasing apparel products. This indicates that quality consciousness is important for consumer decision making style.

Brand conscious:

Brand conscious is defined as those people who have a desire to purchase high priced products and well known brands or products. As well known brand names are usually related with an individual's status, many consumers are more interested in purchasing branded products like Jaguar vehicles and Channel dresses. Brand conscious buyers believe that international brands results in better quality. In the consumer purchasing process, brand impacts have been discovered to be huger component and also brand familiarity influences the buyers purchase intentions in a positive way.

Novelty or Fashion conscious:

Novelty or Fashion conscious kinds of people are aware about the newest and the modern exciting product which are coming in the market and also they have the desire to buy trendy products. Researchers also highlight fashion as a significant factor in consumer decision making.

Recreational or Hedonistic shopping conscious:

Recreational or Hedonistic shopping conscious is defined as those sort of buyers who get joy from the shopping encounters like investing recreation energy in stores or shopping centers and doing shopping only for joy. After the specialists analyzed the way of retail recreational shopping, they found that recreational customers were effectively included in accumulation of data and took part majorly in hasty purchasing. For recreational customers, appealing window presentations can likewise be a wellspring of decision making data.

Price conscious:

Sproles and Kendall (1986) defined price consciousness as "an awareness of the best value, buying at sale prices or the lowest price choice". Although most of the consumers when purchase products, are affected by the price but still when a consumer regularly searches for a low priced products or bargains, he or she is known as price conscious consumer. Some consumers believe price conscious as an important decision making because they consider the best esteem at the least cost.

Impulsive or careless conscious:

Impulsive or careless shopping is defined as purchasing in an impulsive or careless manner. Basically impulsive shoppers have two different aspects i.e. positive and negative psychological perspectives. Those purchasers with positive aspect feel that impulsive purchasing is like rewarding himself who gives shopping enjoyment and negative aspect consumers influence the processing of persuasive messages which gives negative mood of the consumers.

Confusion by over choice conscious:

Many purchasers may be mistaken for an excess of product choices or product data. Consumers have difficulty in purchasing specific products as there are many different brands in products and different shopping websites which makes difficult for the consumers to purchase the product and this confusion exist within several groups.

Habitual or brand loyalty conscious:

Many consumers consistently stick with the same brand or same store i.e. attractiveness of the store pulls many consumers towards it. However in consumer decision making, consumers view towards store image is also considered as an important part. This will tell us how customers are loyal towards their brand.

The CSI model has been beneficially connected to the different markets of different nations, including the United States, South Korea, China, New Zealand, Germany and Greece. A study was conducted in four countries with undergraduate business students so as to analyze the applicability of CSI model in different countries (Lysonski et al., 1996). The nations which were spoken to in the example were the United States, New Zealand, India, and Greece. Factor Analysis was done and the outcomes were truly like those of Sproles and Kendall (1986).Their study confirmed seven of the eight decision making characteristics of the Sproles and Kendall. Though, they have exclude Price Consciousness and Value for Money. When using verified factors of rotation it was agreed that the first CSI was more relevant to New Zealand and the United States, and not as appropriate to India and Greece. (Lysonski et al., 1996). Therefore, their study has suggested that CSI model used for decision making style may be influenced by diverse societies or distinctive retail situations like sorts of retail location, paying strategy and so forth.

There is mixed bag of CSI applications in diverse nations. Canabal (2002) prescribed that the CSI had more importance crosswise over societies. Canabal (2002) adjusted the CSI system to direct element examination to focus relevance of the CSI in a study which utilized college students as an example. The CSI was conducted in Germany and was administered to non-student male and female shoppers who are aged 18 and above and out of eight characteristics six characteristics were confirmed: brand consciousness, perfectionism, recreational/hedonistic, and confused by over choice, impulsiveness, and novelty-fashion consciousness. To incorporate another shopper decision making trademark, Hafstrom et al.

(1992) likewise change the CSI, time-vitality moderating with a U.S. test. This element incorporates parts of the brand cognizant and habitual brand-loyal attributes given in the Sproles and Kendall's (1986) unique study.

Researchers have also conducted the study of buyer decision making style studies with Chinese tests. Fan and Xiao (1998) coordinated the Sproles and Kendall's (1986) CSI to analyze if the CSI was suitable to Chinese purchasers and who additionally utilized college student as their objective specimen. A five-component model was discovered: brand, time, quality, and cost cognizant and overpowered by information as a result. It is found that study of American and Korean college student sample reference was similar to these results. Their discoveries proposed that the decision making style of impulsive or careless and habitual or brand loyal were not feature of the Chinese sample.

To study the consumers' impact sorts test on shopping situations in China, researchers have likewise connected the decision making style in it. Wang et al. (2002) analyzed the Chinese purchaser decision making style on household and imported brand garments. The creator found that to distinguish the profile of the consumers who prefer to buy domestic, imported or both types of clothing, seven choice making qualities with other purchaser behavioral attributes could be utilized.

Hiu et al. (2001) further refined and validated the application of CSI by using factor analysis and cluster analysis who outlined the decision making style of adult Chinese consumers. As a result, it was analyzed that their seven decision making qualities with other purchaser behavioral attributes could be utilized. I.e. perfectionist, novelty-fashion conscious, recreational, price conscious and confused by over-choice.

Lu and Rucker (2006) compared college students from regarding purchasing of apparel through single store versus various non-store channels from China and the US. They found a barrier in assessing quality of clothing in person and the barrier is of Internet shopping.

The following hypotheses were proposed based on the following preceding literature reviews:

H1: College students use the Internet more frequently to perform pre purchase decision making strides than absolute buying.

H2: College students as online attire customers will show assorted decision settling on qualities appear differently in relation to eight decision making attributes initially recognized by Sproles and Kendall (1986).

H3: There will be a connection between the decision making attributes and the recurrence of online clothing acquiring among the college students as online attire customers.

Research Methodology

The research objectives have been fulfilled by a quantitative research approach. An online review was directed that incorporate the instrument of Consumer Style Inventory (CSI), online attire shopping behavior of the consumers, and demographic information was administered to the college students.

Sampling

The research population is college students. This study is focused on the consumers on decision making styles regarding online apparel purchasing. For this survey college students were chosen in light of the fact that this gathering has been recognized as the real Internet clients. A survey has been conducted on 100 college students to know their decision making styles regarding online apparel shopping.

In this research, non-probability sample was used, that is, convenience sample is required to be illustrative of instructed youngsters.

Instrument

A structured questionnaire was prepared for use in the survey based on the literature review and objectives of the study.

The questionnaire includes three sections. The first section consists of the respondents' demographic and general data which incorporates the gender, age, marital status, training of the respondents. The second section includes the items that evaluate the online apparel shopping behavior of the consumers and the consumer-related behavior of the consumers which includes the 1) online apparel consumption of the consumers, 2) online apparel transaction approach used by the consumers, and 3) pre-purchase decision making steps of the apparel online. The last section consists of the measures consumer decision making style (CSI) which incorporates the eight decision making qualities. The recurrence of individual purchaser utilization of the Internet to direct every decision making step is assessed by the things that measure decision making strides for online attire shopping.

Measures

To measure the consumer decision making characteristics for this study, Sproles and Kendall's (1986) multi-item scale was received. The scale consisted of 17 items which are responded by using 5-point Likert scale. Respondents show their understandings to every announcement extending from 1 (Strongly Disagree) to 5 (Strongly Agree).

The online pre purchase decision making strides of the clothing were measured by asking the respondents that how frequently he/she had done the accompanying exercises internet amid a month or 3 months: 1) Discover apparel products, 2) Search websites for information about apparel products, 3) Evaluate different products and brands, 4) Make final product purchase decision, and 5) Order and pay for the chosen apparel product. These questions were asked so as to know the online shopping behavior of the students.

To know the frequency of the apparel shopping activities of the respondents, they were asked the question regarding the time that they spent each day on an average for shopping and purchasing the apparel products online. This will give the shopping behavior of the consumers and their time spent on Internet each day.

The online clothing exchange methodology of the respondents was assessed by asking the accompanying inquiries: "What is the usual method of paying for online purchases" and the choices that were included were "cash on delivery, pay by debit card, pay by credit card, and Paytm or PayPal."

To know the respondents' source of purchasing online products was evaluated by asking the question: "Which following websites do you use to purchase the apparel products" and the choices that were included were "flipkart.com, amazon.com, myntra.com, jabong.com and others". This is asked to know the mode of purchasing products.

Consumer Style Inventory (CSI) model was used to investigate the decision making style of the consumers and their online shopping behavior. This style focused on describing a consumer's approach to making consumer choices. The CSI gives a quantitative instrument to group the distinctive consumer decision making attributes into distinct characteristics of shopping introduction. The eight decision making characteristics of decision making style are:

• Perfectionism or high-quality consciousness – a characteristic that describes a perfectionist or high-quality conscious consumer who looks for the absolute best quality in products, and is not fulfilled with the "good enough" product.

• Brand consciousness - a characteristic identifying those consumers who have a desire to purchase high priced products and well known brands or products. They believe that a higher price means better quality.

• Novelty or Fashion conscious – a characteristic indicating that people are aware about the newest and the modern exciting product which are coming in the market and also they have the desire to buy trendy products.

• Recreational or Hedonistic shopping conscious – a characteristic characterized as those sort of customers who get delight from the shopping encounters like investing recreation energy in stores or shopping centres and doing shopping only for joy.

- Price consciousness - a characteristic identifying those consumers who are very conscious about the prices and look for sale prices. They are concerned with getting the best value at the lowest price.

- Impulsiveness - a characteristic describing those consumers who do not plan their shopping, and are not concerned about the money they spend.

- Confusion from over choice - a characteristic describing those Consumers who faces difficulty in making choices, and are confused by the information given by others.

- Brand-loyal orientation towards consumption - a characteristic describing those consumers who are loyal about the same brands and stores. They stick with their favourite brands and go for shopping each time from the store they shop.

The questionnaire is distributed to 100 undergraduate or graduate students to determine the potential effectiveness of the questionnaire. There were no serious problems found in the questionnaire and minor amendments were made to the survey questions based on the verbal feedback received.

Findings and Analysis

Statistic Package for Social Science (SPSS 20) software was used to analyze the data which was collected from the survey. The data analysis methodology incorporates descriptive analysis, exploratory factor analysis, correlation testing and T-test for hypotheses testing.

Descriptive analysis was directed to diagram respondents by their web shopping conduct and the recurrence of online attire buys by the consumers to fulfill the first research objective. In order to test hypotheses 1 (H: 1) which is related to online apparel shopping behavior, sample t-tests was directed. To inspect buyers' decision making attributes, exploratory factor analysis was directed. This exact examination satisfied the second research objective which was to order the decision making qualities of the online customers.

A connection network was done to distinguish the equivalence between the shopping practices and the decision making attributes of the online apparel shoppers. This analysis was done to fulfill the third research objective.

This part traces the consequences of information investigation and theories testing. First and foremost, on the premise of descriptive analysis, the demographic data of the respondents and foundation data on their web shopping conduct are displayed. Then results of the exploratory factor analysis are outlined. Correlation coefficients are examined by testing the estimated connections between decision making attributes and online attire utilization of the consumers. This chapter closes with the discussion of the findings.

Demographic Profile of the Respondents:

Among the 100 respondents, female respondents made up 42% of the example and male respondents were 58% of the specimen (Table 1). Most of the respondents, 51 percent were in the age scope of 21-23 years. Thirty-two percent respondents were in the age range of 18-20 years. While 12 percent respondents were between the age range of 24-26 years and, only 5 percent of the respondents were above the age of 27 years. Concerning education levels and majors of the respondents, most of the respondents were Post Graduate students i.e. 46 percent. Forty percent respondents were Undergraduate students. While 7 percent respondents were PhD, and only 7 percent respondents were involved in others. An outline of the demographic profile of the respondents is given in the accompanying tables.

Demographic Profile of the Respondents

Table 1

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	58	58.0	58.0	58.0
	female	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Table 2

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years	32	32.0	32.0	32.0
	21-23 years	51	51.0	51.0	83.0
	24-26 years	12	12.0	12.0	95.0
	27 years & above	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Table 3

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduation	40	40.0	40.0	40.0
	Post Graduation	46	46.0	46.0	86.0
	PhD	7	7.0	7.0	93.0
	Others	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Table 4

Descriptive statistics of gender, age and education

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Gender	100	1	2	1.42	.496
Age	100	1	4	1.90	.798
Education	100	1	4	1.81	.849
Valid N (list wise)	100				

Respondents Online Apparel Shopping Behaviour:

To outline the respondents by their online apparel shopping behavior, descriptive analysis was conducted and which incorporates recurrence of online utilization for every decision making style, to visit the sites for looking the items and time spent for internet looking for clothing items. Online attire utilization attributes incorporates looking of the sorts of clothing items and hours spent online. The kinds of methods which are used to pay for online purchases are indicated by an online apparel purchasing transaction.

Consumers' payment methods:

The most regularly payment methods used were cash on delivery (COD – 61 percent). Paying by debit card was the second method used by the students (23%). Only 9 percent respondents indicated that they pay by credit card and only a few respondents (7%) pay for online orders by Paytm/PayPal.

Table 5

What is your usual method of paying for online purchases?		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash on Delivery(COD)	61	61.0	61.0	61.0
	Pay by debit card	23	23.0	23.0	84.0
	Pay by credit card	9	9.0	9.0	93.0
	Paytm/PayPal	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Table 6

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
What is your usual method of paying for online purchases?	100	1	4	1.62	.919
Valid N (list wise)	100				

Category of apparel products purchased online:

Among the eight attire item classes, casual apparel was the most often bought class online (23%). Then comes the formals with 18 percent and sportswear and shoes have both 14 percent of respondents. Bags and accessories were popular product also with 11 percent. It is likewise found that the most reduced recurrence thing was the evening dress and some respondents also go for some other product category.

Table 7

		Frequency	Percent	Valid Percent	Cumulative Percent
	**What kind of apparel products do you usually purchase online?**				
Valid	Casual	23	23.0	23.0	23.0
	Formals	18	18.0	18.0	41.0
	Sports wear	14	14.0	14.0	55.0
	Shoes	14	14.0	14.0	69.0
	Bag	11	11.0	11.0	80.0
	Accessories	11	11.0	11.0	91.0
	Evening dress	1	1.0	1.0	92.0
	Others	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Table 8

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
What kind of apparel products do you usually purchase online?	100	1	8	3.49	2.153
Valid N (list wise)	100				

Consumers' websites usage:

To assess which sites were the most mainstream sites for web shopping, four websites were chosen. The most popular one was the flipkart.com with 28 percent of respondents. The second most popular website was Amazon and myntra both with 23% of respondents. Only 16 percent respondents were interested in using jabong.com and rest 10 percent were using some other websites.

Table 9

		Frequency	Percent	Valid Percent	Cumulative Percent
	**Which following websites do you use to purchase apparel products?**				
Valid	www.flipkart.com	28	28.0	28.0	28.0
	www.amazon.com	23	23.0	23.0	51.0
	www.myntra.com	23	23.0	23.0	74.0
	www.jabong.com	16	16.0	16.0	90.0
	Others	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 10

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Which following websites do you use to purchase apparel products?	100	1	5	2.57	1.320
Valid N (list wise)	100				

Apparel shopping frequency:

It shows the average online time spent by the respondent in a day. A majority of the respondents (59%) spent 1-3 hours online for purchasing apparel products. And 30 percent of the respondents were not interested in spending time each day for online purchasing. 9 percent of the respondents spent 4-6 hours for online purchasing and remaining 1 percent of respondents spent 7-10 hours or more than 10 for online shopping.

Table 11

How much time do you spend online each day on an average for shopping and purchasing apparel?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	30	30.0	30.0	30.0
	1-3 hours	59	59.0	59.0	89.0
	4-6 hours	9	9.0	9.0	98.0
	7-10 hours	1	1.0	1.0	99.0
	8	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Table 12

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How much time do you spend online each day on an average for shopping and purchasing apparel?	100	1	8	1.87	.884
Valid N (list wise)	100				

Decision making steps of online apparel shopping:

It records out the frequencies of the college students to utilize the Internet for directing decision making steps while shopping online for clothing items. The decision making procedure of attire shopping was ascertained with five announcements on a five-point scale.

For the first phase of the decision making procedure, the greater part of the respondents (54 percent) went online for 1-3 times in a regular month. Around 22 percent of the respondents utilize the Internet for this reason for 4-6 times in a month. 4 percent of the respondents went online for 7-10 times in a month and remaining was online for more than 10 times in a month.

Table 13

Discover interested apparel products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	8	8.0	8.0	8.0
	1-3 times	54	54.0	54.0	62.0
	4-6 times	22	22.0	22.0	84.0
	7-10 times	4	4.0	4.0	88.0
	More than 10	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

In the second, third and fourth stages of decision making process, respondents normally went online many times to search interested websites for information about apparel products, evaluate different apparel products & brands and making final product purchase decision in a typical month where the frequency of searching, evaluating and making decision regarding the apparel products sometimes increased or sometimes decreased.

Table 14

Search interested websites for information about apparel products		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	4	4.0	4.0	4.0
	1-3 times	41	41.0	41.0	45.0
	4-6 times	23	23.0	23.0	68.0
	7-10 times	18	18.0	18.0	86.0
	More than 10	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

Table 15 & 16

Evaluate different apparel products, brands		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	4	4.0	4.0	4.0
	1-3 times	31	31.0	31.0	35.0
	4-6 times	42	42.0	42.0	77.0
	7-10 times	10	10.0	10.0	87.0
	More than 10	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Make final product purchase decision		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	7	7.0	7.0	7.0
	1-3 times	53	53.0	53.0	60.0
	4-6 times	26	26.0	26.0	86.0
	7-10 times	9	9.0	9.0	95.0
	More than 10	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

In the last phase of ordering and paying for the chosen attire item online, the frequency of the "1-3 times" and "4-6 times" category was almost 41 percent & 27 percent respectively, which demonstrates a discriminating decline of utilizing the Internet for buying online apparel products as compared to using the Internet for discovering, searching or evaluating.

Table 17

Order and pay for the chosen apparel product online		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	14	14.0	14.0	14.0
	1-3 times	41	41.0	41.0	55.0
	4-6 times	27	27.0	27.0	82.0
	7-10 times	12	12.0	12.0	94.0
	More than 10	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Table 18

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Discover interested apparel products	100	1	5	2.58	1.103
Search interested websites for information about apparel products	100	1	5	2.97	1.150
Evaluate different apparel products, brands	100	1	5	2.97	1.049
Make final product purchase decision	100	1	5	2.52	.937
Order and pay for the chosen apparel product online	100	1	5	2.55	1.067
Valid N (list wise)	100				

Testing Hypotheses 1:

Hypotheses 1 proposed that college students utilize the Internet more often to perform pre-purchase decision making strides than absolute buying. To test this hypothesis, sampled t-test was conducted of both the pre-purchase and purchase decision making steps.

Table 19

One-Sample Test (Pre-purchase)						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Discover interested apparel products	23.399	99	.000	2.580	2.36	2.80
Search interested websites for information about apparel products	25.828	99	.000	2.970	2.74	3.20
Evaluate different apparel products, brands	28.317	99	.000	2.970	2.76	3.18
Make final product purchase decision	26.888	99	.000	2.520	2.33	2.71

One-Sample Test (Purchase)						
	Test Value = 0					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Order and pay for the chosen apparel product online	`	99	.000	2.550	2.34	2.76

Results demonstrated that there were measurably surprising contrasts between the recurrence of utilization of pre purchase decision making steps online and the recurrence of use of purchase decision making steps online. Thus, hypotheses 1 was completely supported and this shows that college students utilize the Internet more frequently to perform pre purchase choice making steps, for example, discovering, searching and evaluating of apparel products than to absolute purchasing.

Consumer decision making characteristics and style profile:

An exploratory factor analysis was directed to study the measurements of the exploration of Consumer Style Inventory. An exploratory analysis was essential to set up the component structure of Consumer Style Inventory in relation to the apparel online shopping of the college student and the scale which is used to quantify the customer decision making style was initially gotten from the investigation of Sproles and Kendall (1986). The items which are used for measuring purchaser decision making qualities introduced eight measurements: Fashion conscious, Perfectionist or Quality conscious, Recreational or Hedonistic conscious, Brand conscious, Price conscious, Confused by over choice, Habitual or Brand loyal conscious and Impulsive conscious.

Factor analysis was conducted utilizing the Statistical Package for the Social Science programme (SPSS). Principal component factor analysis with varimax pivot was actualized to change over the individual things related to the consumer decision making style into manageable factors. These variables exhibit seven qualities of the buyer style stock of the online customers: Perfectionist conscious, Recreational conscious, Brand conscious, Price conscious, Confused by overchoice, Habitual or Brand loyal and Impulsive conscious.

Table 20

Factor Loading of each factor

Number of Items	Factor Loading
Perfectionist or Quality conscious	.81
- It is very important to me to get a good quality	.85
- I try to get very best when it comes to purchasing	
Products	
Recreational or Hedonistic conscious	
- Shopping is one of the enjoyable activities of my life	.65
- To satisfy me, a product doesn't have to be perfect, or the best	.72
Brand conscious	
- I make special effort to choose the very best quality products	
- The well-known national brands are best for me	.73
- My choices are usually more expensive brands	
- I shop different stores and choose different brands for getting variety	.45
	.82
	.61
Price conscious	
-I buy as much as possible at sale prices	
-I take the time to shop carefully for best products	
	.34
	.61

Confused by overchoice

-I often feel confused when I have to choose from too many brands   .77

-The harder it seems to choose the best when I learn more about products   .69

Habitual or Brand loyal

-Nice department and speciality products offer me the best products   .52

-I go to the same stores each time I shop

-I stick with a product or brand which I like much   .73

.61

Impulsive conscious

-I am impulsive when purchasing

.66

The seven attributes of the decision making style that are demonstrated in this investigation are:

1. Perfectionist or Quality conscious: This factor shows a quality involvement of the consumer. Consumers who are scoring high on this factor, they would find the quality of a product as a very good quality and attractive style. Items loading more than .81 in this factor indicate satisfactory reliability.
2. Recreational or Hedonistic conscious: This factor represents recreational conscious. The scores represented in this factor found that respondents take shopping as a pleasant activity basically for fun and entertainment.
3. Brand conscious: This factor represents the purpose to buy more expensive and well known brands. Those consumers who have scored high accept that a higher value and publicized item means better quality.
4. Price conscious: This variable speaks to the level to which the buyers deliberately search at the deal costs and shop painstakingly at the best costs.
5. Confused by overchoice: This component shows disarray and data over-burden by seeing numerous items and marks and experience issues in shopping
6. Habitual or Brand loyal: High scores in this component demonstrate the inclination of the consumers in sticking to a same brand or product or going to the same store.
7. Impulsive conscious: High scores in this variable demonstrate the propensity of the shopper for spontaneous shopping and awful experience from purchasing.

Testing Hypotheses 2:

Hypotheses 2 proposed that college students as online attire customers will show assorted decision settling on qualities appear differently in relation to   eight decision making attributes originally identified by Sproles and Kendall.

Factor analysis demonstrates that the demonstrated component of decision making style and the loaded items to every variable are not totally same as results indicated by the Sproles and Kendall. There are just seven qualities of the choice making style that are

indicated for the college students as online customers, hence the proposed Hypotheses 2 is upheld.

Relationship between decision making style and online usage

A correlation matrix was produced to analyze the connection between the decision making qualities and the recurrence of online clothing acquiring among the college students as online attire customers. Among the seven consumer style inventory dimensions, recreation conscious (r=0.174, p=0.013); brand conscious (r=0.142, p=0.023) had statistically significant correlation (p<0.05) with the frequency of online attire shopping.

Table 21

Correlation among seven decisions making characteristics and online shopping frequency

*Significant at 0.05 level (2-tailed)

Decision making characteristics	Purchasing frequency
Perfectionist	.045
Recreational	.174*
Brand	.142*
Price	.025
Confused by overchoice	.052
Habitual	.085
Impulsive	-.009

Testing Hypotheses 3:

Hypotheses 3 proposed that there will be a connection between the decision making attributes and the recurrence of online clothing acquiring among the college students as online attire customers. Correlation results that recreational or hedonistic consumers and brand conscious purchasers had critical connection with the recurrence of online clothing shopping. The noteworthy qualities were low in the relationship test. In this manner, theories 3 was just constrained upheld.

Conclusion

The motivation behind this examination was to analyze the decision making style of college students in regards to online clothing shopping and the shopping conduct of this gathering of customers. The research issue and research objectives were distinguished taking into account the literature review and hypotheses were advanced to pilot the observational study. To gather the information for an experimental study to test the proposed hypotheses, an online survey was conducted.

The research has satisfied the distinguished research objectives. The accompanying conclusions are come about because of this study:

• When the college students shop online for the apparel products, they more often utilize the Internet to lead pre purchase decision making strides than to absolute exchanges.

• College students show diverse decision making qualities from the recognized eight decision making attributes of the Sproles and Kendall (1986). College students exhibit seven out of eight qualities of the consumer style inventory. Those seven attributes are perfectionist or quality conscious, recreational or hedonistic conscious, brand conscious, price conscious, confused by over choice conscious, habitual or brand loyal conscious and impulsive conscious.

- College student online customers' decision making style is connected with their online attire utilization regarding recurrence of buying online for purchasing apparel products. And this results in that the college student online customers are recreational or hedonistic conscious, quality cognizant and brand cognizant when they do online shopping for clothing items.

Implications

This study has both practical and theoretical implications. This examination gifts to the current decision making literature by giving documentation of the adequacy and the strongness of this system with upgraded testing of the calculated structure of the Consumer Decision Style Inventory among the buyer groups. This study speaks to that seven qualities of the consumer style inventory are pertinent to the college student online attire customers. It additionally gave recommendations that to understand the consumer groups across various cultures, it is important to adapt this framework and execute it.

The results indicate that more consumer decision style inventory items need to be developed to describe the decision making styles of the online apparel shoppers. Especially, this will be helpful in improving the effectiveness of the two measurements of the decision making attributes: habitual/ brand cognizant and impulsive/ careless cognizant. This exploration gives more commonsense ramifications to the Internet retailers by giving them information on comprehension the decision making style of the customers so that the Internet retailers can better effect their decision making procedure towards more internet shopping.

As indicated by the real discoveries, college shoppers have a tendency to recreational and quality cognizant when they search for purchasing attire items on the web. Fundamentally, this gathering of online customers are recreational or hedonistic customers who love to appreciate the shopping process however are exceptionally quality cognizant. In this way, Internet retailers who are keen on focusing on school buyers must make their web stores amusing to shop and must provide the best quality. The results of the research also shows the orientation for the Internet apparel retailers as to get into the consumers' online market, they have to overcome certain barriers. For example, the results demonstrate that the consumers prefer to pay more through cash on delivery or by debit card. This indicates that Internet retailers need to encase these inclinations by embracing the payment methods specified previously. In this way, it is just expecting that if customers will utilize credit card then this may bring about misfortune deals. Notwithstanding this, we additionally found that the college student online buyers were more often as possible utilize the Internet for searching or discovering the apparel products rather than to buy online.

Limitations and Recommendations

This study contains several limitations. First, this study used the convenience sampling method and in that, the data which was collected were from the students from a single university at one location. This can be taken from different universities. In addition to this, the sample included 42 percent female college students, and 58 percent male college students. In spite of the fact that, the general larger part in the college is of more female students than male students. The study ought to be repeated in different urban areas and colleges with students of diverse instruction foundations. Future exploration should likewise be possible utilizing non-college students tests to research the general decision making style of the consumers regarding online apparel shopping.

Second, this study just explored the shopper decision making style for clothing shopping only. Future exploration should likewise be possible to examine shopper decision making style for a mixture of item classifications rather than apparels only. As apart from apparels, various other product categories are also there in which many online consumers are interested and could also purchase other products.

Third, scores of some factors of consumer decision making style inventory were generally low. This recommends that further study is obliged to refine and grow new things into apply the consumer style inventory instrument.

The study also found that the consumers prefer using flipkart and myntra more than any other website for purchasing apparel products. And, in addition to this, the college student customers lean toward purchasing casual clothes and professional outfits more over the purchasing of accessories and shoes. The consumers were not interested in buying the bags and evening dresses which shows their least interest in those things while purchasing online. The findings demonstrate that almost all the college consumers were interested in buying casual clothes and formal outfits online. And, when the college consumers were finally prepared to purchase the apparel products online, they usually prefer to pay by cash on delivery (COD) or by debit card. Further, future research may help in exploring the underlining reasons for the online shopping behaviour of the consumers.

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