

Perceived Risk, Trust, And Information Seeking Behavior As Antecedents Of Online Apparel Buying Behavior In Raipur: An Exploratory Study

Aakriti Sharma

aakriti04.as@gmail.com

Ashish Samuel

ashishsamuel4@gmail.com

Kanika jiwani

Kanikajiwani12@gmail.com

Nitin Yadav

raonitin0002@gmail.com

Ms. Mariyam Ahmed

mariyam.ahmed@kalingauniversity.ac.in

1. MBA Student Kalinga University, Naya Raipur, C.G
2. MBA Student Kalinga University, Naya Raipur, C.G
3. MBA Student Kalinga University, Naya Raipur, C.G
4. MBA Student Kalinga University, Naya Raipur, C.G
5. Assistant Professor, Faculty of Commerce & Management, Kalinga University, Naya Raipur, C.G

ABSTRACT

The increasing use of social media is influencing consumer purchasing behaviour across regions and countries. Customers in a fast-growing world like Raipur, on the other hand, are usually described as risk-averse, so the impact of social media on customer online purchasing behaviour is a relevant subject of interest to marketers. There is very little empirical research in this area. This research paper examines a random sample of 404 customers from Raipur to study the buying behavior of consumers who buy apparel through the e-commerce system of social media. Consumers bought online apparels through e-commerce in social networks for a variety of reasons, such as information retrieval, risk involved, and trust. An SPSS 22 analysis of the empirical research findings reveals that social media has a moderate to meaningful impact on online apparel buyer behaviour in Raipur, with trust being the most severely impacted element, then perceived danger and information needs.

Keywords: Buying Behavior, online shopping, Perceived risk

INTRODUCTION

Social media is altering people's lives all over the world, including in Raipur, which is not regarded a developed area of India. However, according to the Indian Online Retail Market Forecast and Opportunities Report 2016, purchasing trends in India will evolve in the coming years. As a result, rising disposable income and limited time can energy India's online shopping market, along with Raipur. Internet marketing may be further supplemented by the

purpose of web 2.0 which has altered the way shopping online carry out their transaction records in the planet. E-commerce can now be done via social media, which allows us all to reach a larger number of prospective buyers(Tripathi, A.,2014).

Customers are increasingly utilizing social media to conduct research online for a variety of products, such as apparel. As a result, apparel retailers are striving to build a wow factor at every touch point in order to define long-term client relationships through the use of various social media sites. Despite the fact that shopping online is still in its initial phases in Raipur, a percentage of apparel retailers see it as an appealing business opportunity. Retailers in Raipur should analyse customer behaviour by making changes in order to stay profitable and flourishing. There is limited empirical research available to online stores to imply the role and significance of social media in affecting the online buyer behaviour of Raipur clients.

The purpose of this research paper is to investigate the purchasing habits of customers in Raipur who buy apparel through the social media e-commerce system. Factors influencing customers to buy online clothing through social networks included Attention seeking, risk perception, and believe(Tripathi, A.,2019).

THEORETICAL FRAMEWORK

Customers generally are progressively embracing innovation, particularly social media, as an effective means of conducting online payments. Social media sites such as Facebook, Twitter, You Tube, and Instagram facilitate users to keep interconnection with one another by completing various tasks and facilitating information sharing and communication. Social media has played a major role in scattering this general pattern more quickly. Communicating with customers through social media can increase the number of loyal buyers and increase the probability of converting potential leads into customers. In addition to converting existing prospective buyers into buyers, social media persuades those purchasers to discuss and promote their purchase experiences with their friends and relatives by providing positive or negative feedback on a buyer.

Demographic variables are a major influencer of consumer online behaviour in the retail sector. According to Fathima (2015), the majority of people in India buy direct due to the ease of acquisition, wide price range, brand diversifying, and cashback benefit. Retailers can use various marketing strategies such as creating a user-friendly webpage, spreading word-of-mouth, offering insurance to increase the number of customer buying online, and lowering the perception risk factor. Furthermore, these e-retailers should prioritise customer trust.

By better understanding the relationships between previous online clothing shopping experience, perceived risks, and purchase intentions, fashion retailers may be able to take more appropriate steps to make apparel shopping less dangerous. Researchers also analysed and classified perceptions risks of various types into two categories: methodical perceived risk and transactional risk involved, based on their respective roles in influencing customer trust.

OBJECTIVE

1. Determine the greater awareness of apparel promotional strategy via social networks.
2. Investigate the relationship between demographic factors and apparel-related social media promotional offers.
3. Determine the importance of Information Seeking, Perceived Risk, and Believe in online clothing buying behaviour.

HYPOTHESIS

Clothing promotional strategies via social media have a significant impact on consumer awareness.

DATA ANALYSIS

Using multiple Pearson correlations, the degree of relationship between the variables selected and social media was investigated. Following the establishment of the relationship between the variables, their connection was examined using multiple regression.

Demographic Profile of Samples

According to this sample population of 404 social media users, the majority of them were male, accounting for 74.3%; 37.4% were between the ages of 18 and 25; 51.7% had a maximum occupation level of a private corporation worker; and 47% spent \$1,000 to \$5,000 per month on garments. Table 4 shows the reliability index for Cronbach’s alpha, which is 0.786, indicating a significant amount of internal consistency among variables. (Table 1)

Table 2 demonstrates that the KMO measure is greater than 0.60 (i.e., 0.861), which is adequate for the measure of sampling adequacy and further hypothesis test for this study. The significance of the study is determined by the Bartlett’s test of Sphericity, that must be 0.05. Table 5 shows that the value of Bartlett’s sphericity test is 0.05.

Parameters	Category	Percentage
Gender	Male	74.3
	Female	25.7
	Total	100
Age	Below 18	2.0
	18-25	37.4
	26-35	35.1
	36-45	17.3
	45 above	8.2
	Total	100.0
Occupation	Private job	51.7
	Business	6.7
	Government employee	14.1
	Student	24.8
	Housewife	1.7
	Others	1.0
Monthly expenditure	Total	100.0
	Below Rs. 1000	19.8
	1000-5000	47.0
	6000-10000	15.6
	10000 and above	17.6
Total	100.0	

Table: 1

TABLE 1. RELIABILITY STATISTICS	
Cronbach’s alpha	Number of Items
0.786	7

DISCUSSIONS ON THE FINDINGS OF THE STUDY

The research findings, as statistically described in the preceding segments, provide intriguing insights into the function of social media in establishing a meaningful correlation between information needs, perceived risk, trust, and online clothing buying behaviour. According to

the study's findings, social media promotions and ads have a significant impact on the purchase decisions of internet shopping in the apparel consumer stores.

According to the research findings, perceived risk and information needs play a significant role in online buying behavior, but their impact is less important than the element of trust. As a result, the research study's findings are not only identical to previous studies on similar topics, but also offer new insights into the subject at hand. Raipur apparel retailers can design their social media promotional offers with the purpose of establishing trust among online consumers who may perceive risk when acquiring online apparel.

LIMITATIONS

The study was carried out in the Raipur area and thus the results cannot be aggregated to other areas. Furthermore, the research findings may vary with adjustments in the demographics of the participants as the use of social media and internet buying can vary greatly with demographic trends. Furthermore, social media is growing in its role and significance in people's daily lives, so the research findings are really only indicative of the present situation. In the coming years, social media may play a bigger role.

CONCLUSIONS

Social media, particularly Facebook, has a significant impact on online purchasing behaviour for clothing retail in Raipur. The three essential elements of online buying behaviour, perceived, trust, and information seeking behaviour, all have a positive effect on online apparel buying behaviour in Raipur. However, according to the research study, trust is the largest important factor in online apparel buyer behaviour, accompanied by information seeking and risk involved. Trust is generally believed to be a necessary condition for individuals to adopt electronic services. Bildad and colleagues (2010) In a developing region like Raipur, where people are generally explained as risk averse, the trust level is crucial in understanding an individual's attitude toward online clothing shopping.

SCOPE OF FUTURE RESEARCH

Because the study was limited to the state of Raipur, researchers may conduct additional research in other parts of the country to better comprehend the impact and influence of social media on online purchase in various regions. As a result, the study may recommend the most profitable geographical area for online stores.

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