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Research Article

Consumer Experience During The Pandemic While Purchasing Online Garments In Which They Look Good

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Abstract –

This research is related to examining the behavior of consumers during shopping garments online in which they look good during the covid-19 pandemic. Companies selling garments online should have anticipated consumer troubles and behaviour during this pandemic to maintain competitive edge. This study was done by us during lock down in May and June 2021, to examine the root cause of the troubles faced by men and women while purchasing online garments.

Key Word - Garment, consumers, online shopping, problems, pandemic, Covid - 19

Introduction –

The world has been affected repeatedly by pandemics in the past few centuries. These pandemics include many diseases such as Spanish flu, Asian flu and swine flu. Within a few weeks, the novel corona virus turned the situation into a pandemic and affected financial markets around the world and brought the national health systems closer to collapse. UN Secretary - General Antonio Gutarres has described the covid - 19 pandemic as a global health crisis in the 75 - year history of the United Nations that is spreading human suffering and affecting the global economy. To prevent the rapid spread of the virus, most countries have dramatically restricted human life. The lockdown and travel ban has brought the economy to a standstill, shutting down universities, schools, big events, most retail stores and services, as well as rising unemployment. Due to the closure of retail stores, consumers had to make online shopping the only means to meet their consumption needs. During covid - 19 pandemic e - commerce was the leader for garment shopping, which led retailers to put a lot of effort into building, improving and promoting their online supply chain. The outbreak of Covid - 19 has completely changed our daily lives along with the economic slowdown due to which the global ecosystem has been greatly affected. Thus the need for research into consumer behaviour while online shopping of garments was strongly felt.

The covid - 19 pandemic presents many challenges, especially to the fashion industry and retail establishments being permanently or temporarily closed. Consumers are struggling to get the necessary supplies of garments and consumer spending on non - essential clothing has come down.

Some businesses are struggling during this pandemic and some are becoming stronger as Amazon is adding staff to handle its large order volume. Some businesses have shown resilience and some are trying to emerge from the challenge of the pandemic.

How the pandemic will shape the fashion world -

According to ET retail.com (2020) the future of fashion will be sustainable and responsible creativity. Consumers have time to reflect during the lockdown. Now there will be more inclination towards sustainable and environmentally friendly fashion. Virtual fashion shows and weeks were also the new norm. During the current crisis, 61% of the consumers have shopped in a short time while 43% of Indians have delayed buying clothes.

Liva, a brand of the Aditya Birla Group in association with MRM, the digital arm of Mccann World Group has conducted a consumer study and released a report titled "A brave new world".

The study surveyed a sample of 440 Indians, of which 80% are women aged between 18 and 55 years. It discusses the influence of the pandemic on fashion industry and how has lock down changed our lives and how brands have reacted to it. What will be consumer sentiment post - lockdown and how will fashion brands move forward. It has also predicted that the fashion industry is going to be fully developed post the pandemic.

Surge in raw material prices biggest jolt for garment industry -

According to ET retail.com (2021) garment retail has been greatly affected due to Covid-19. Recovery is happening slowly and the raw material is catching up pace. In the last 6 months, the prices of cotton yarn and fabrics have increased by about 30%. Rise in raw material prices is a major crisis affecting the garment industry.

Cotton polyester has not seen much growth in the last two decades. No garment manufacturer is able to absorb these prices. Also there is shortage of raw material which is making it very difficult to utilize the capacity and complete the supply chain. This is a tough time for garment manufacturers and garment retailers as garments are not being made available to consumers.

Sustainable and responsible fashion escapism -

Zeidan, Y. (2020) stated that at the time of lockdown, consumers have more time to consider their choice and determine which brands are sustainably responsible. Thus the worries of shopkeepers have become even more pronounced.

Impact of covid-19 on the people who make our clothes -s

According to ET Retail.com (2021) as the world faces the pandemic, it is also affecting the condition of the people who make our clothes. Brick and mortar retailers are closing their businesses around the world and encouraging customers to shop online. Consumers are forced to live in their homes. Most of them are financially constrained due to layoffs and cannot afford to buy new clothes. The most vulnerable in the fashion supply chain are the lowest paid people who are most affected by COVID – 19.

Millions of people working in garment factories have lost their jobs already. Brands in the fashion industry typically pay their suppliers weeks or months after delivery. This pandemic has caused many

major fashion brands and retailers to cancel their orders and block their payments. And no one is willing to take any responsibility for the impact this supply stagnation has on working people. On the other hand, the management of the garment sector are not receiving any government support since garment manufacturers in Los Angeles often do not qualify for unemployment benefits of the government due to the scale of manufacture and are not able to extend statutory benefits and compensation to employees.

The brighter side to this is that collective capacity for empathy has been strengthened by our shared global experiences. We can increase our voice using social media especially when we speak together. Fashion brands do protect workers in their supply chain just as they do their own employees.

The fashion industry will re bounce as usual when the pandemic is completely over. We should build a new system that places more importance on the well - being and benefits of the stakeholders.

Material and Method

Sample size -

We did an online survey in Delhi NCR. We did data collection via http://docs.google. We collected data from male and female consumers from 30 April to 4 May 2021, during this period there was a lock down in Delhi NCR, due to which all the garments shops in the organized sector were closed.

Our survey thus examines what factors determine consumers' online purchasing behaviour during this period. In the survey, respondents were informed that questions refer to cases where measures to control COVID - 19 has been taken by the government which have been implemented in Delhi NCR at the time of survey in April - May 2021. We created the survey in both English and Hindi languages. The sample consisted of 130 participants.

The survey was conducted anonymously and participants were not asked any personal questions.

Description of data -

A specific questionnaire was drafted for the survey of consumers' to understand their behaviour while purchasing online garments in which they look good, during the pandemic Covid – 19.

Data Analysis -

Our questionnaire relates to the prediction of online garments shopping behaviour in which consumers look good. The intention of consumers for shopping garments online can vary between individuals of different ages and those who do not shop for online garments and those who shop online. We measured differences between gender, men and women and professionally active and inactive people.

Result -

The sample size for the survey was 130 consumers of Delhi NCR, with participants ranging in age from 19 to 70 years.

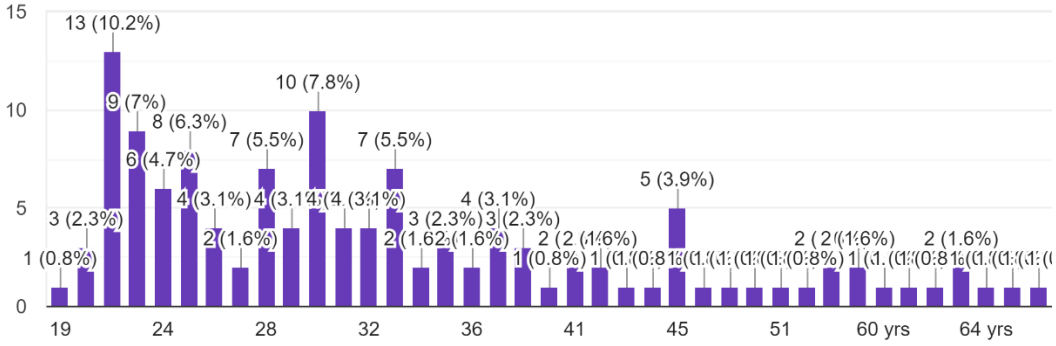

Figure 1: What is your age?

The study included a sex ratio of 50.4 % of women and 49.6% of men.

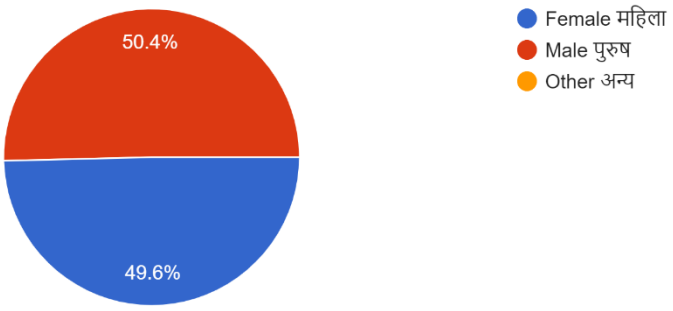

Figure 2: What is you gender?

Among consumers surveyed, 39.8% were job holders, 20.3% were students, 14.8% were businessmen, 10.3% were freelancers and 14.8% were others. Others included housewives, unemployed youth and aged dependents etc.

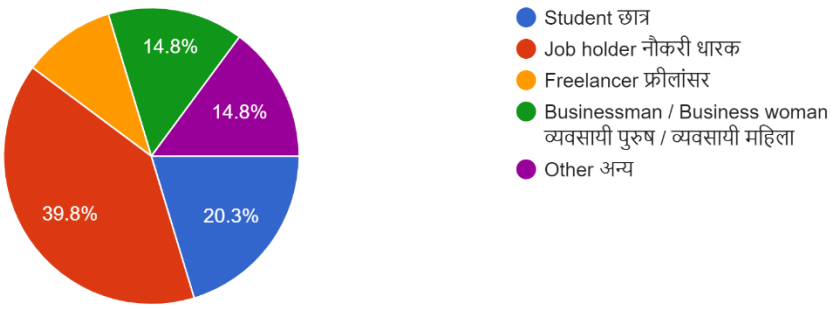

Figure 3: What do you do?

The monthly income of the consumers surveyed is as follows: 40.5% of the consumers' income was between ₹. 20,000 to 30,000, 35.3% consumers' income was between ₹. 50000 to 70000 and 7.8% consumers' was above ₹. 150,000.

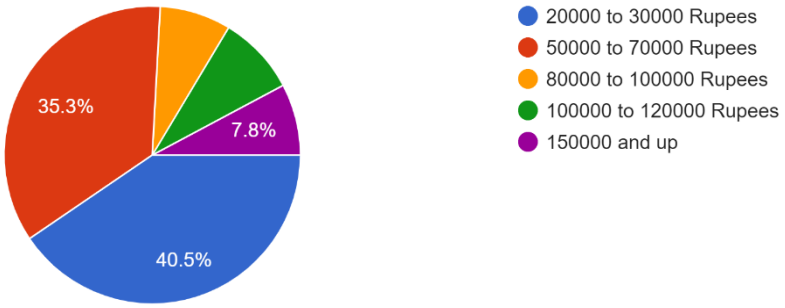

Figure 4: What is your average monthly income?

77.3% of consumers shopped for online garments during Covid - 19 and 20.7% of consumers did not shop for garments online.

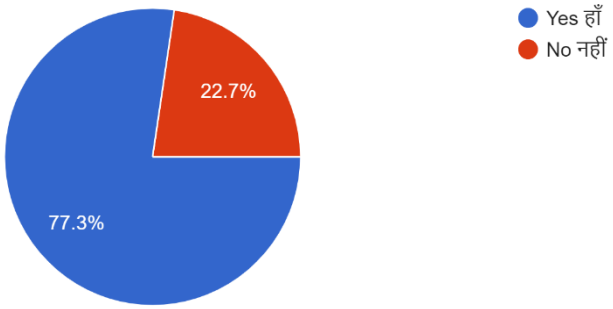

Figure 5: Have you ever shopped garments online during COVID-19?

In the survey, on the evaluation of the quality of garments available online, 50.4% said that the garments were of high quality, 36% reported that the garments were of neither high - and low - quality and 7.2% reported that the garments were of very high - quality.

Figure 6: How would you rate the quality of the Garments available online?

40.8% reported that online shopping met their needs very well and 26.4% as not so well, 20.8% as somewhat well and 8% extremely well.

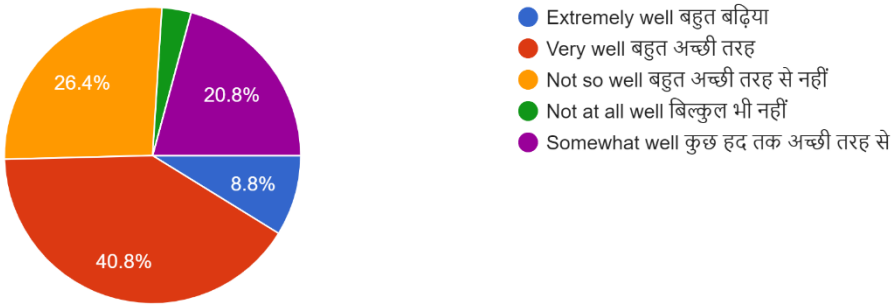

Figure 7: How well do online garment shopping meet your needs during COVID-19?

In the survey we found 61.1% are somewhat satisfied with online garment shopping during Covid-19, 23.8% are very satisfied and 11.1% are somewhat dissatisfied.

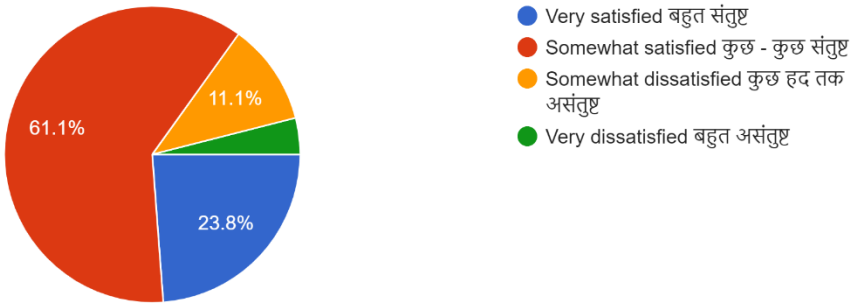

Figure 8: Overall, how satisfied or dissatisfied are you with online garment shopping during COVID-19?

Regarding the value for money for garments in online shopping during COVID-19 44.8% rated as above average 32.8% as average and 10.4% as excellent.

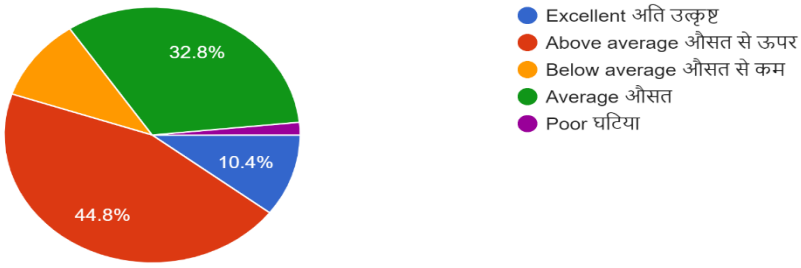

Figure 9: How would you rate the value for money of the online shopping garments during COVID -19?

Regarding likelihood of consumers to shop online during COVID-19 the expressions were as follow 36.5% were not so likely 32.5% very likely 11.9% somewhat likely 9.5% not at all likely and 9.5% extremely likely.

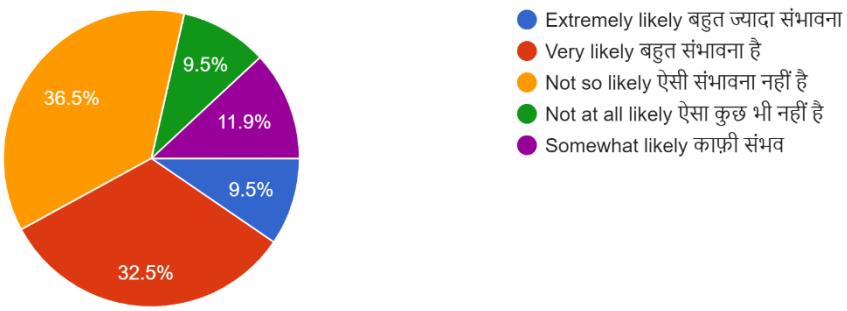

Figure 10: How likely are you to purchase online any of garment again during COVID - 19?

In the survey we found the evaluation of quality of customer service in online garment shopping in COVID-19 as follows 53.2% consumers rated the service as somewhat positive 20.6% as very positive and 16.7% as neutral.

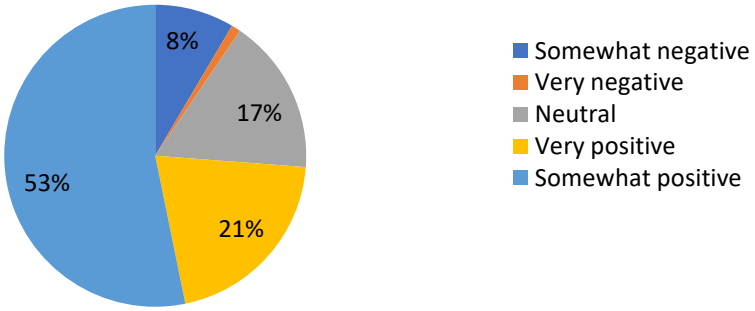

Figure 11: Overall, how would you rate the quality of online garment shopping customer service experience during COVID-19?

Regarding frequency of online shopping during Covid-19, 41.3% consumers informed that it was less than once in a month, 30.2% did it once in a month and 13.5% did it several times a month.

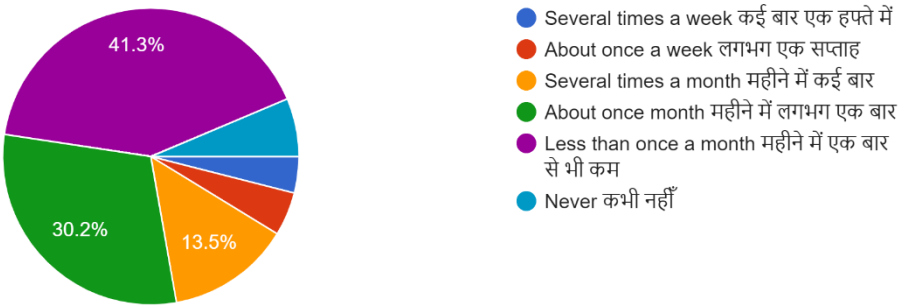

Figure 12: How often did you use online garment shopping during COVID-19?

Regarding the choice of site for online shopping during Covid – 19, 65.3% of consumers shopped for online garments from Amazon, 62.9% from Myntra, 34.7% from Flipkart, 33.1% from Ajio, 11.3% from Tata-Cliq.

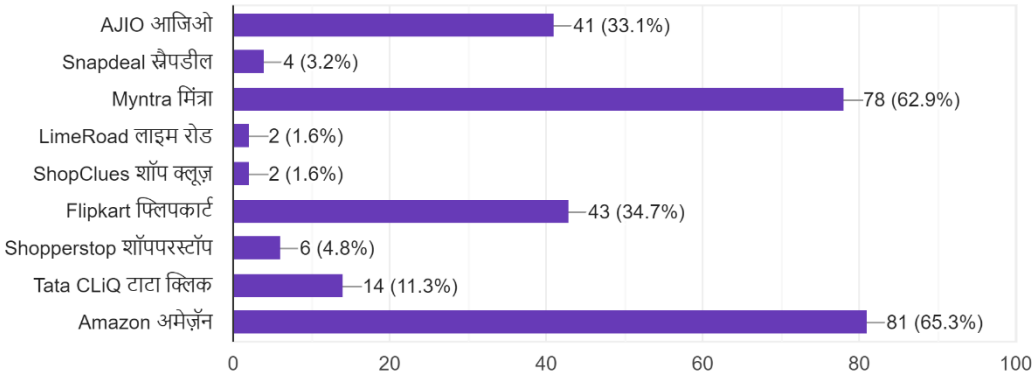

Figure 13: Which of these online garments shopping sites are you mostly use during COVID-19?

Regarding the need for shopping garments online 39.7% of consumers informed that they may have needed online garment shopping during COVID-19, 34.1% definitely needed 11.9% was neutral and 10.3% probably didn't need.

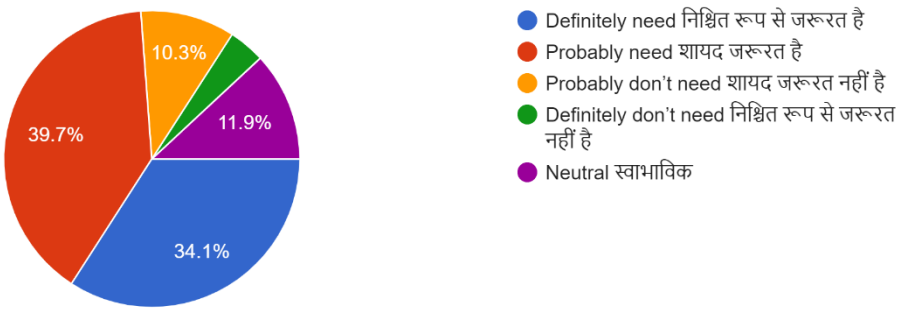

Figure 14: When you think about the online garment shopping, do you think of it as something you need or don't need during COVID - 19?

Conclusions -

The current structures and practices of online garment shopping are being dismantled during the COVID-19 pandemic. The online companies need to understand the problems and behaviour of the consumers during this period of time.

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