



Research Online Purchase Offline (ROPO) on Apparels: A Study with Reference to Bangalore Region

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Abstract

The present study is an analysis on the perception of consumers towards buying apparels online and understanding why consumers' want to shop online. A new jargon called ROPO (Research Online Purchase Offline) is introduced and its effect on shopping behavior is analyzed. The required primary data has been collected from respondents who involve in both online and offline shopping through structured questionnaire method. A sample of 100



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respondents has been chosen based on Convenience sampling. The study found that majority of the respondents look forward to the merge of online and offline shopping.

Keywords: ROPO, apparel, shopping behavior.

I- Introduction

The consumer buying process is an intricate concept where many internal and external factors have an impact on the buying decisions (Rohit & Kriti, 2013). The knowledge on what consumers buy and when they buy is very significant for marketers. Using this information, marketers can frame marketing strategies according to the interest of end customers. The underlying agenda of the study is to bring the customer back to a retail store which has undergone huge losses due to the online wave that has swept the Indian retail market.

II- Statement of the problem

The word ROPO has gained its cynosure in the recent years due to the advancement of e-commerce. ROPO is a cosmetic jargon, evolved as a result of problems in online shopping of apparels. Online shopping of apparels brings with it a host of problems. Various brands have various sizes as no standard size is followed resulting in difficulty of finding a fit. Actual product seen on the e-tailers' website may be different from the product delivered to the customer. Hence this study is based on assessing the consumers' behavior towards online buying of apparels and how ROPO can be the new wave of shopping. Research in this area is very elusive, hence this study is undertaken. Since the online wave has gobbled up the Brick and mortar retailers' profit, the study also shows why retailers, especially in the apparel segment, should have their fingers crossed with a renewed hope.



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III- 3.1 Objectives of the study

1. To determine the perception of consumers towards buying (apparels) online.
2. To understand the role played by ROPO in consumers' buying behavior of apparels.

3.2. Research methodology

The present study is mainly based on primary data. The required primary data has been collected from those respondents who undertake both online and offline shopping for buying apparels. The required data has been collected through structured questionnaire pertaining to the variables like

Mode of shopping actuality of purchase, interest towards attractive freebies, getting wrong products etc. The required secondary data has been collected through website, various articles available on the internet, journals etc . Non Probability sampling method –Convenience sampling techniques has been used to collect a sample of 100 respondents.

IV-DATA ANALYSIS AND INTERPRETATION

Table 1: Table showing age group

Options	Number of respondents	Percentage of respondents (%)
15-25 years	64	64
26-40 years	29	29
Above 40 years	7	7

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Table 2: Table showing gender of the respondents

Options	Number of respondents	Percentage of respondents (%)
Male	55	55
Female	45	45

Table 3: Table showing annual income of the respondents.

Options	Number of respondents	Percentage of respondents (%)
Less than 3 lakhs	56	56
3 lakhs-6 lakhs	25	25
Above 6 lakhs -10 lakhs	4	4
Above 10 lakhs	15	15

Table 4: Table showing trust in online shopping of apparels.

Options	Number of respondents	Percentage of respondents (%)
Yes	49	49
No	30	30
Sometimes	21	21

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Table 5: Table showing if prior research is done before buying apparels.

Options	Number of respondents	Percentage of respondents (%)
High	6	6
Medium	78	78
Low	16	16

Table 6: Table showing if people like to touch, feel, try and then buy apparels

Options	Number of respondents	Percentage of respondents (%)
Yes	91	91
No	9	9

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Table 7: Table showing primary mode of shopping.

Options	Number of respondents	Percentage of respondents (%)
Cell phone	19	19
PC/Desktop	16	16
In store	65	65
Social networking	0	0

Table 8: Table showing the actuality of purchase

Options	Number of respondents	Percentage of respondents (%)
Yes	26	26
No	29	29
Sometimes	45	45

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Table 9: Table showing Percentage of getting wrong products when purchased online.

Options	Number of respondents	Percentage of respondents (%)
0-10%	28	28
11-30%	33	33
31-60%	27	27
Above 60%	12	12

Table 10 showing most attractive freebies

Options	Number of respondents	Percentage of respondents (%)
Deals	9	9
Discounts	63	63
Free coupons	7	7
Faster delivery	21	21

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Table 11: Table showing customers preference when prices are the same -online and offline

Options	Number of respondents	Percentage of respondents (%)
Yes	88	88
No	12	12

Table 12: Table showing shopping behavior when online and offline shopping is merged.

Options	Number of respondents	Percentage of respondents (%)
Online	21	21
Offline	79	79

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Table 13: Table showing priorities based on shopping behaviour.

Options	Number of respondents	Percentage of respondents (%)
Excellent	15	15
Good	69	69
OK	16	16
Bad	0	0

Table 14: showing whether customers intentionally browsed products online but decided to buy them in the store

Particulars	High priority(%)	Moderate priority (%)	Neutral (%)	Low priority (%)	Not a priority (%)
Time	47	34	13	3	3
Quality	97	3	0	0	0
Accessibility	49	47	1	3	0
Hyper local	18	34	38	7	3
Prior planning	25	38	18	9	10



V- Key findings

- 78% of the total respondents have a medium trust on online shopping of apparels. It can be concluded that e-commerce wave has not fully hit the apparel industry.
- 49% of the respondents did prior research before buying apparels. This indicates that customers want to be armed with more information before purchasing apparels.
- A massive 91% of the respondents like to touch feel try and then buy apparels. This can happen only in a physical store. Customers would like to go to a store and purchase apparels rather than purchasing them online.
- 65% of the respondents say that they still visit a store. The retail store has still attracts customers as it is a major touch-point between the customer and the product.
- A customer gets the right product only 26 times out of 100 when he/she orders online. 29% of them do not get the actual product.
- Wrong products or products which differ from those seen in the e-tailers websites generally arrive at the respondents' doorstep.
- Almost 63% of the respondents look forward to discounts on a certain product. This has been a major attraction for the customer and has been the pull criteria used by the retailers.
- 79% would prefer buying in a store if prices are the same, online and offline. Hence price is the criteria for many customers to shop online.

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- More than 2/3rd of the respondents look forward to the merge of online and offline shopping.
 - The respondents do not want to compromise quality of a product as 97% vouch for it.
 - Half of the respondents want to see touch and try apparels before purchase .
 - 88% of the respondents intentionally browse apparels online but buy them in the store.

VI Conclusion

Based on the findings of the study it can be concluded that majority of the respondents vouch for quality and there is increasing awareness among customers about the need to touch and feel the product for fulfillment. The customers want to know what is currently available in the retail store. Hence there must be dedicated staff to ensure that inventory details are updated.

Reference

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