

# Factors Affecting Online Consumer Purchase Decision: A Study with Reference to Men's Fashion Accessories

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**Abstract-** Fashion accessories are vital for fashion design in terms of creating the total look and presenting a fashion statement. They are also important for marketers to develop the correspondent market to increase the companies' profit. The research was begun with a thorough review on men's fashion accessories and their importance in fashion industry. E-commerce websites plays an important role in shopping online. They have created a platform for consumers to shop online, there are several reasons consumers browse and compare products online.

**Quantitative and qualitative research methodologies were adopted in this study. A structured questionnaire survey was undertaken to collect data from the consumers to collect information on the men's fashion accessories. The methodologies include both the secondary and primary data. Convenience sampling technique is employed to source 211 respondents for the study**

**The findings of the study determine the predominant factors that influence consumer in purchasing men's fashion accessories online. The results of the study identify the three factors that influence the consumers the most. viz., Product information and involvement, External Stimuli and Social Influence. These factors play a significant role in the overall purchase process of the fashion accessories in online stores.**

**Indexed Terms-** Online, consumer, fashion, accessories, factors.

## I. INTRODUCTION

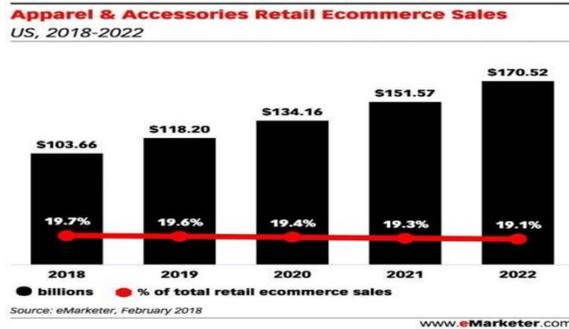
Fashion accessories are significant for fashion industry for creating the total fashion look, and to present fashion proclamation. Accessories add style, colour and class to the entire outfit and will totally

create a different look. Accessories will also serve as practical function, cash and other items can be stored in a bag and hats will protect face from bad weather. Where (Milbank, 2002) said that designer collections are enhanced because of addition of accessories, the market of fashion accessories became vital sector in the fashion industry to increase companies profit.

The ease of use, usefulness and enjoyment are not only the reasons consumers get affected towards online shopping, but also because of exogenous factors like consumer personality, situational factors, product characteristics and trust in online shopping. Bigne-Alcaniz and colleagues (2008) conducted research on Spanish customers who had never purchased online. Their results indicate that online shopping behaviour can be improved if the Web sites are easy to navigate and use. The customer's ease-of-use perception affects their attitude to shop online. In the current scenario due to arrival of cheap data and technology people are more drawn towards online shopping. This has made people more demanding with respect to the online shopping experience.

The advent of new technology has made online shopping an indispensable part of customers' life. Companies are paying more attention towards online shopping especially regarding the behaviour of impulse buying. The per capita income of people especially in India has increased drastically to several folds this has resulted in increase in disposable income of the people. The combination of easy accessibility due to technology and rise in income level has propelled the online consumption. This online platform has been so huge that these are micro managed by the companies so that revenue increases. Online shopping has made way for several companies to have no physical outlets saving them a huge capital. The reach of products to anyone anywhere has given opportunities to several start-ups. An impulse buying or impulse shopping plays a major role in online

shopping. Several researches are being made using big data, data analytics to understand this behaviour. The behaviour of a customer can be forecasted very accurately as he/she uses the online platform more often.



## II. MEN’S FASHION ACCESSORIES

In this research, the considered men’s fashion accessories are Watches, Wallets, Sunglasses, Belts and Ties. These were the top five fashion accessories used by the men on regular basis, and some journals have listed these fashion accessories. The tie is one of the most important accessories for the well-dressed man; it must complement not only the wearer’s skin and coloring but his suit, personality, and taste. A man tie is often the most noticeable item in an entire outfit.

A watch should coordinate in styling with your attire. Leather bands tend to be more casual in appearance and suit casual or less dressy clothing and occasions. Jewel-studded watches are generally dressy and are less versatile than watches with plain wristbands. Belts are basically functional accessories, but they can add a touch of interest and variety to many outfits. Belts form an important part of a man wardrobe. Leather should match shoe colour, and the metal buckle should coordinate with personal colouring.

Men usually want to express through their clothing who they think they are. Clothing is a form of communication and that people communicate things about themselves through their clothing.

According to (Ostberg, 2012) there are no universal principles which guide men how to approach fashion. However, since The Great Masculine Renunciation, the idea that men are naturally disinterested in

appearance and clothing has been dominant. The men would rather dress in a way to fit into the “safe zone”, which is the zone between being too fashionable and not dressing up at all.

Using accessories is an art. By experimenting with belts, shoes, hosiery, scarves, and a score of other accessories, you create your total look. The place to start is with a garment or an outfit you like and feel good about wearing. The next step is to plan your clothing presentation. Just as an artist plans a picture or an architect a building, you must design and plan your clothing image.

## III. IMPORTANCE OF THE STUDY

Factors affecting online consumer purchase decision help in knowing the interests of consumer while purchasing of products or while searching the information regarding the same. It helps the company to prioritize on the information gathered during the search so that the online purchase experience can be enhanced. Working on these factors the company can get the attention of the customers and convince them to buy the products. The positive experience that the customer gets will help in achieving higher financial growths. The key factors will also help the companies to design engaging, easy, customizable platforms for the customers.

## IV. NEED FOR THE STUDY

There are several factors which influence consumers in purchasing fashion accessories and those factors are analysed to see which factors are influencing consumers in purchase decision. By understanding the online purchase behaviour of Indian market can help the retailers in segmenting and targeting decisions. Students present as an attractive market segment as they spend most of the time browsing the internet and are familiar with online medium. Most Internet users are between age groups 25–35 years. The Internet browsing population in India is over 460 million users growing at an annual rate of 20%, which is expected to touch 635.8 million by 2021.

Consumer behaviour in online is a vital part of understanding the shopping motivations of consumers in order to enhance consumer satisfaction & retail

performance Online. Consumers interact through internet, respond & communicate. It is a platform where it is complicated, requires though knowledge of customer's attitude, opinions, and social communications, that are transferred from brick and motor to the online experience.

## V. REVIEW OF LITERATURE

Joe; Au Angel, Lee; Au, (2007) the author explains the importance of fashion accessories, how they can be used for creating a total look and present a fashion statement. The findings of the study say the fashion accessories are functional in the consumer's viewpoint. The author concludes that the designer must understand needs, wants of the marketplace to increase companies profit and fashion additions are important for, evolution and completion of one's look

Hasio, Judy, Wang, (2010) the author conveys that, the reason people believe the product information and online recommendations in websites. The findings of the study were there are four important antecedents like perceived integrity, critical mass, perceived ability and trust in the shopping websites. The author concludes that belief in a website in product recommendations were persuaded by the website associated factors

Shannon, Peltier, Nil, (2014) the author has reviewed about the consumer behaviour and social network theory related to online and e-commerce context. The Findings of the study is that there are eight categories of online consumer behaviour which are cognitive issues, user generated content, internet demographics, segmentation, online usage, cross cultural, online communities and networks. The author concludes that internet advertising has over sold the degree to which it would substitute traditional advertising, internet and evolving technologies have compressed consumers, sellers the way they interact in the marketplace

Helen, Livett (2012). The author identifies the elements for the web experience which aids the interaction between consumer and fashion garments. Two elements have been identified, product viewing and aesthetic trend information. The findings of the study is there is effect and influence of these two

elements on consumer behaviour and decision making process

Eun Park, Kim, Foxx (2012). The author explores the relationship among product attributes, web browsing and impulse buying behaviour for apparel products in the online shopping. The findings of the apparel product attributes are it consists of three factors: Variety of selection, Price and sensory attributes. The author concluded that apparel product attributes mostly influence the consumer in purchasing online and it provides the marketers into developing e-business strategies

Sin, Khalil, Ameen Al-Agaga (2012) the author aim is to examine the factors that influence Malaysian young consumers' online purchase intention through social media. The Findings are perceived usefulness was the most dominant factors that influence young consumers' online purchase intention through social media. The author conclusion is the study examined the influence of perceived ease of use, perceived usefulness and subjective norm on the online purchase intention through social media among Malaysian young consumers

Bopeng Zhang, Kim, (2013) the author examined influencing factors that affect Chinese consumers' attitude towards purchasing luxury fashion goods and purchase intent. The results indicated that brand consciousness, social comparison and fashion innovativeness have significant impact on attitude towards purchasing luxury fashion goods among Chinese consumers, these five factors were identified based on a comprehensive review of luxury related research

Nizar Souiden, M'Saad & Frank Pons, (2011) the author demonstrates whether the purchase of branded fashion accessories is motivated by consumer's desire to reflect. The results show that consumer's consumption is directly and positively influenced by social status display. The author concludes that the study provides insights into the behaviors of consumers who conspicuously consume luxury fashion accessories. It also sheds light on the interrelation among three factors that influence consumers' behavior: social status, self-image congruity, and self-esteem

Vinita Bhatia, (2018) the author investigates the factors affecting consumer’s attitude towards counterfeit fashion products and relationship of consumer’s attitude towards counterfeit fashion products. The results of the study indicate that, value, materialism, social influence absolutely relate to consumers’ attitude, towards fashion products which eventually leads to purchase intention

VI. OBJECTIVES OF THE STUDY

- To explore the key factors that influence online shopping purchase behaviour with reference to Men’s fashion accessories.
- To study the impact of brand variables on purchasing intention of consumers w.r.t Men’s fashion accessories
- To examine the reference group influence on purchasing intentions of consumers.

VII. RESULTS AND DISCUSSION

Do you feel accessories are necessary to complete a look/outfit?

Options	No. of respondents	% of responses
Maybe	52	24.64%
No	9	4.27%
Yes	150	71.09%
<b>Grand Total</b>	<b>211</b>	

Where do you usually buy men’s fashion accessories?

Where you usually buy accessories?	No. of respondents	% of responses
Exclusive single brand company outlet	46	21.80%
Online Stores	76	36.02%
Retail Store	89	42.18%
<b>Grand Total</b>	<b>211</b>	

What is your favorite type of men’s fashion accessory?

Favourite accessory	No. of respondents	% of responses
Wallets	126	24.95%
Watches	149	29.50%
Sunglasses	130	25.74%
Belts	74	14.65%
Ties	26	5.15%

Which e-commerce websites do you browse often for purchasing men’s accessories?

E-commerce website	No. of respondents	% of responses
Amazon	177	42.65%
Flipkart	79	19.04%
Myntra	131	31.57%
Jabong	28	6.75%

Why do you prefer online store for purchasing fashion accessories?

Preference for online store	No. of respondents	% of responses
Variety of selection	141	27.92%
Price	122	24.16%
Convenience	119	23.56%
Time saving	121	23.96%
Quality of the product	1	0.20%
Discounts, various brands	1	0.20%

What are the main criteria that you look for when purchasing fashion?

Criteria required to purchase	No. of respondents	% of responses
Price	153	22.27%
Quality	145	21.11%
Style	104	15.14%
Material	96	13.97%
Brand	122	17.76%
Colour	65	9.46%
Discounts , offers	1	0.15%
Reviews	1	0.15%

How much money do you spend on men's accessories in a year?

Money spent on accessories	No. of respondents	% of responses
1000- 3000 Rs	54	25.59%
3000- 8000 Rs	56	26.54%
8000- 12000 Rs	68	32.23%
above 12000 Rs	33	15.64%
<b>Grand Total</b>	<b>211</b>	

Which of these factors influences you to buy men's fashion accessories?

Factors influencing to buy	No. of respondents	% of responses
Friends	162	36.24%
Celebrities	64	14.32%
Fashion magazine	48	10.74%
Family members	94	21.03%
Advertisements	77	17.23%
Comfortable	1	0.22%
Which is required for my use	1	0.22%

Which brand would you prefer to buy men's wallet?

Brand	No. of respondents	% of responses
Any leather wallets	1	0.47%
As per price n Need	1	0.47%
Fossil	18	8.53%
Hidesign	1	0.47%
I don't go for brand	1	0.47%
Louis Philippe	51	24.17%
Titan	1	0.47%
Tommy Hilfiger	41	19.43%
Van Heusen	2	0.95%
Wild craft	1	0.47%
Wild horn	11	5.21%
Woodland	82	38.86%
<b>Grand Total</b>	<b>211</b>	

Which brand would you prefer to buy men's watches?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Casio	32	15.17%
Fastrack	50	23.70%
Fossil	18	8.53%
Rado	47	22.27%
Rolex	23	10.90%
Timex	22	10.43%
Titan	18	8.53%
<b>Grand Total</b>	<b>211</b>	

Which brand would you prefer to buy men's sunglasses?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Depend on cost	1	0.47%
Emporio Armani	13	6.16%
Gucci	32	15.17%
IDEE	8	3.79%
NA	1	0.47%
Oakley	27	12.80%
Ray-Ban	128	60.66%
<b>Grand Total</b>	<b>211</b>	

Which brand would you prefer to buy men's belts?

Brand	No. of respondents	% of responses
Any leather belts	1	0.47%
As per price n Need	1	0.47%
Depending on cost	1	0.47%
Levis	41	19.43%
Louis Philippe	48	22.75%
Peter England	7	3.32%
Puma	59	27.96%
Tommy Hilfiger	40	18.96%
United colours of Benetton	13	6.16%
<b>Grand Total</b>	<b>211</b>	

Which brand would you prefer to buy men’s ties?

Brand	No. of respondents	% of responses
As per price n Need	1	0.47%
Color Plus	18	8.53%
Depending on cost	1	0.47%
Lino Perros	13	6.16%
Local store	1	0.47%
Louis Philippe	41	19.43%
Park Avenue	66	31.28%
Turtle	3	1.42%
Van Heusen	67	31.75%
<b>Grand Total</b>	<b>211</b>	

Which website do you prefer particularly for buying men’s fashion accessories?

Websites	Wallets	Watches	Sunglasses	Belts	Ties
Amazon	144	106	74	74	81
Flipkart	36	46	62	55	44
Jabong	2	2	6	6	7
Myntra	22	45	50	51	55
Others	7	12	19	25	24
<b>Grand Total</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>

Where would you buy these accessories from?

Place of purchase	Wallets	Watches	Sunglasses	Belts	Ties
Company showroom	10	23	19	12	22
Malls	35	33	56	62	57
Online stores	120	97	71	55	63
Retail stores	41	51	52	61	46
Unbranded stores	5	7	13	21	23
<b>Grand Total</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>

Which factor is important to you when buying men’s fashion accessories?

Factors for buying	Wallets	Watches	Sunglasses	Belts	Ties
Brand	56	59	69	49	48
Fashion trends	7	6	13	17	14
Material and quality	26	17	21	43	35
Price	10	13	25	29	26
Social status	74	56	27	26	33
Style	38	60	56	47	55
<b>Grand Total</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>

Which factor influences you the most to buy men’s fashion accessories?

Row Labels	Wallets	Watches	Sunglasses	Belts	Ties
Advertisements	90	83	44	46	46
Family	13	14	16	23	22
Fashion magazine	19	29	41	27	40
Friends	68	66	85	80	70
Social influence	21	19	25	35	33
<b>Grand Total</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>	<b>211</b>

VIII. FINDINGS OF THE STUDY

- The respondents agree to the statement that fashion accessories are necessary for completing fashion look/outfit.
- The most of the respondents prefer to buy Men’s Accessories from Retail store and Company outlets more in comparison with other outlets.
- The respondents prefer to buy accessories from Amazon than other websites (Flipkart, Myntra, and Jabong).
- The respondents are influenced by friends, family members and advertisement to buy men’s fashion accessories.
- The respondents are really into purchasing of Online Men’s Accessories in their daily life and spend good amount of money in purchase of Online Men’s Accessories

- The respondents prefer price, quality, style and material as the main criteria while purchasing fashion accessories online.
- The respondent's favourite accessories are watches, wallets and sunglasses in comparison with belts and ties.
- Online consumer behavior is differed into two stages: 1st stage consists of searching, comparing, choosing, placing an order termed as ordering stage, the 2nd stage consists of order tracking and keeping or returning termed as order fulfilment stage.
- Three factors that affect consumers for purchasing fashion accessories:
  1. Product Information & Involvement
  2. External Stimuli
  3. Social Influence.

### CONCLUSION

This study provides factors affecting online consumers purchase behaviour for men's fashion accessories. The fashion industry is very huge and fashion accessories are a part of fashion apparel, where they serve a particular function. Fashion is a nonverbal communication system through its symbols, which conveys about the wearer to viewers. The findings of the study infer that fashion accessories are necessary for completing a Fashion look/Outfit. The results show that mainly three factors affect consumers for purchasing fashion accessories: 1. Product Information & Involvement 2. External Stimuli 3. Social Influence. These factors influence consumer purchase behaviour for the men's fashion accessories. The overall process of the consumer purchase behaviour is explained using a framework.

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