



CHARACTERISTICS OF CONSUMERS ENGAGING IN ONLINE SHOPPING FOR CLOTHING AND ACCESSORIES: A STUDY BASED ON DHARGA TOWN

M. S. F. Sameeha, U. L. Milhana¹
Correspondence: milhanaul@seu.ac.lk

Abstract

The use of internet has created massive changes in human's lifestyle. In that respect, introduction of online shopping plays a vital role in the purchasing habits of consumers. Online shopping is completely different from traditional way of shopping. Nowadays, consumers may be able to buy any goods from online anytime and from anywhere. This is a very convenient purchasing method for people who live busy and modern life. Accordingly, the main objective of this study is to analyze the characteristics of consumers engaging in online shopping of clothing and accessories in Dharga Town area. Furthermore, this study discusses common features of consumers, preferences of consumers on different types of clothing and accessories, purchasing frequency of consumers and the medium of online shopping used by the consumers for clothing and accessories as sub objectives. For the analyzing 188 samples were selected by snowball sampling technique. Primary data for this study was obtained through well-structured questionnaire and those questionnaires distributed to the persons who involve in online shopping. All the collected data was analyzed descriptively and tables and graphs were used to interpret it. According to the results, women are engaged more in online shopping than men in Dharga Town area and the persons who are between the ages of 19 and 31 and those who are educated up to advanced level involve more in online shopping. Most of the consumers are unemployed. Consumers are engaging in online shopping several time per year as well ladieswear is mostly bought through online shopping. Daraz is the most the useable app and role of whatsapp also remarkable in online shopping in Dharga Town area. Therefore, the research suggests that online shopping related advertisement should be increased and easy access of websites and comparatively lower prices should be maintained.

Keywords: Consumer, Online shopping, Characteristics

¹ Lecturer (Prob.) in Economics, Department of Economics and Statistics, South Eastern University of Sri Lanka.