



“ENTREPRENEURIAL MARKETING IN ONLINE BUSINESS IN RELATION TO ATTITUDE OF CONSUMERS TOWARDS ONLINE SHOPPING”

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ABSTRACT :

In recent years, taking the network as medium, using internet to conduct business online entrepreneurial activity obtained the unprecedented rapid development. Apparel is the most popular online business field for females. In which everything is available in every range. Ladies garment are the most successful online business (venture) opportunities for start any entrepreneurial marketing in online businesses because the apparel is the basic need or requirement for everyone. Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. It involves certain risk and it is also important that the ability to handle risk. All start ups and business involved some amount of risk and a good entrepreneur should be familiar in handling them. The main purpose of this research paper was to study entrepreneurial marketing in online business in relation to the attitude of consumers towards online purchase of ladies garments. 30 PG students are selected for the study. Attitude Scale cum Interview Schedule for online shopping made by researcher. The Attitude Scale cum Interview Schedule for online shopping was individually administered on each of the student selected for the study. The following conclusions have been drawn, the students were interested in getting information about taking initiative for their own starts ups in garment marketing. The necessity was felt to have training courses for development of entrepreneurship skills. Familiarity with online purchase of garments show that they all know about merits and demerits of online purchase which may ultimately helping utilizing the information they start their own online business.

Keywords: Entrepreneurship, Online Shopping, Consumers, Attitude, Ladies Garments, Marketing Businesses

INTRODUCTION :

In recent years, taking the network as medium, using internet to conduct business online entrepreneurial activity obtained

the unprecedented rapid development. Apparel is the most popular online business field for females. In which everything is



available in every range. Ladies garment are the most successful online business (venture) opportunities for start any entrepreneurial marketing in online businesses because the apparel is the basic need or requirement for everyone. For females, shopping plays an important role. They are always excited for shopping.

Entrepreneurship is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called entrepreneurs. To be an entrepreneur is not easy job. Different tactical qualities are required one of the most important being to be social and ability to convince others. It involves certain risk and it is also important that the ability to handle risk. It is in adequate amount. All start ups and business involved some amount of risk and a good entrepreneur should be familiar in handling them.

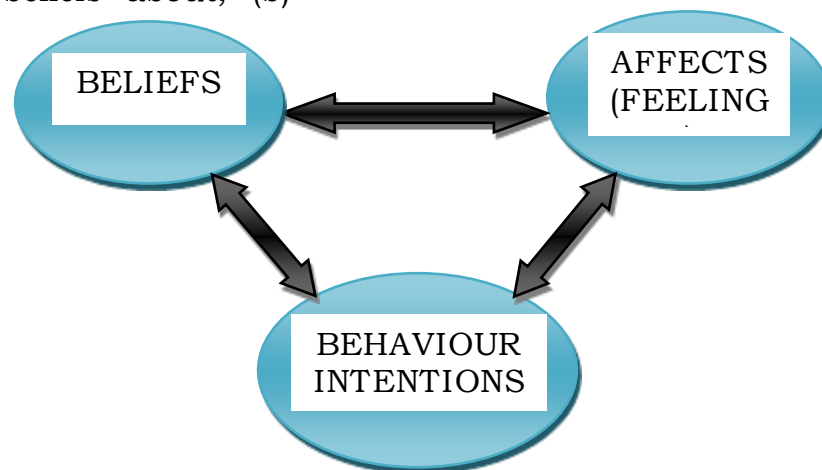
The entrepreneurship and enterprise reform, which occurred earlier than other economic reforms, started spontaneously and as efficiency-driven in the deep stagnation period with perestrorika, which aimed at finding new possibility, via new forms of management, to recover the economy and eliminate the deficit of consumer goods in the country. The restoration of independence in online business created new opportunities (e.g. new forms of entrepreneurship, of ownership reforms, institutional development, and marketing business) for developing entrepreneurship and small business. As there was no adequate legislation for directing many processes in the early stages of transition, it was important to study these processes and learn from experience, and along with this, to elaborate the legislation gradually, according to changes in the external entrepreneurial environment. Alongside these changes a new period started in the history of economic research



and in particular, the sphere of entrepreneurship and small business research started to develop. Fashion trend can be identified in the development of entrepreneurship, small business, online marketing business and business environment on the basis of the more representative studies of the enterprise sector.

Consumer Attitude: Consumer attitude is a composite of a consumer's (a) beliefs about, (b)

feelings about, (c) and behavioural intentions towards some object – within the context of marketing, usually a brand or retail store or and in the context of present research – apparels. These components are viewed together since they are highly interdependent and together represent forces that influence how the consumer will react to the object.



Some important researches also highlight this, **Zhao, Fang and Collier, Alan (2016)**, defined that digital entrepreneurship is broadly creating new ventures and transforming existing businesses by developing novel digital technologies and/or novel usage of such technologies. Digital

entrepreneurship has been viewed as a critical pillar for economic growth, job creation and innovation by many countries including the Member States of the European Union. We argue that a nation's digital entrepreneurial capacity depends largely on digital entrepreneurial behaviour, culture,



and strategies as well as a supportive innovation ecosystem in which governments, industry, business, educational institutions and NGOs (non-government organizations) work together. Therefore, a holistic and integrative approach is needed. **Anwar, Muhammad Naveed and Daniel Elizabeth (2016)**, found that online home-based businesses offer ethnic entrepreneurs novel opportunities to draw on their ethnic advantages and address the constraints they face. The unique affordances of this type of business allow entrepreneurs to develop the necessary IT skills by self-learning and experimentation and to sub-contract more difficult or time consuming aspects to others and also show that, consistent with the theory of mixed embeddedness, whilst the entrepreneurs are influenced by social, economic and institutional forces, online businesses allow them to exert their own agency and provide opportunities to uniquely shape these forces. **Argha, Sen Rahul (2014)** found that the cost factors

are the most important factors that influence the online purchase of products in Kolkata. By selling online, a company can undertake cost savings in a number of ways and such saving should be passed on to the consumers in terms of price reduction, more over offers discounts and other sales promotional techniques should be undertaken to attract consumers to purchase the products online. Convenience factor is the next important factors that influence the online purchase of product in Kolkata. **Mahalaxmi, K. R. and Nagamanikandan, P. (2016)** observed that online shopping is getting popular in younger generation. The main barrier in the process of online shopping is the safety issue and low level of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust on them. **Muhammad, Umar Sultan and Md, Nasiruddin's (2011)** findings indicated the among the four factors selected for this research the most attractive and influencing



factor for online shoppers in Gotland is website design/features, following convenience the second most influencing and thirdly time saving and security is also important concern among online shoppers in Gotland. **Cindy Millman, Zhengwei Li, Harry Mtlay, Wang-Chan Wong (2010)**, emerged that demographic factors such as gender, household incomes and student status are positively related to their IEs. The disciplines that a student studies, information and communication technology (ICT) courses and online shopping experiences significantly impact on their IEs and also provided empirically rigorous evidence for understanding the reasons why some students in Chinese HEIs are more likely than others to become internet entrepreneurs.

As such, now it becomes clear that online shopping is becoming gradually quite common. The present research has been undertaken to find out the attitude of consumers towards purchase of

garments online through E-Markets.

Objectives

1. To study Entrepreneurial marketing in online business in relation to the attitude of consumers towards online purchases of ladies garments.

Hypothesis

1. There will be a neutral attitude towards online purchase of ladies garments in reference to Entrepreneurial marketing in online business.

Sample Design

30 PG students of Govt. M. H. College of Home Science & Science for Women, Jabalpur (M.P.).

Tools

Attitude Scale cum Interview Schedule for online shopping made by researcher.

Method

The Attitude Scale cum Interview Schedule for online



shopping was individually administered on each of the student selected for the study. After scoring, the analysis of results has been presented below:-

Entrepreneurial marketing in online business in relation to attitude of consumers towards online shopping has been discussed in following tables:-

Analysis and Discussion of

Results:

TABLE NO. 1
Familiarity with Online Shopping

S. No.	Items	Options	f	%
1.	Are you familiar with purchase of garments through online shopping?	(a) Yes	30	100%
		(b) No	-	-
2.	Do you know about different apps for online purchase?	(a) Yes	30	100%
		(b) No	-	-
3.	Which of the following is your main need for online purchase?	(a) Uniqueness	10	33.33%
		(b) Brand perceptions	18	60%
		(c) Purchase intentions	7	23.33%
		(d) Any other (Plz specify.....)	-	-
4.	Do you purchase dresses all by yourself or is it by influence of some family members?	(a) Self	14	46.67%
		(b) Family members	18	60%
		(c) Any others	1	3.33%
5.	Do you purchase dresses online because there are many options available?	(a) Yes	18	60%
		(b) No	7	23.33%
		(c) Indefinite	5	16.67%
6.	Online shopping attracts me, because of various discounts offers?	(a) Yes	22	73.33%
		(b) No	5	16.67%
		(c) Indefinite	3	10%
7.	Online purchase of dresses saves time and energy in selecting from the local market?	(a) Yes	26	86.67%
		(b) No	4	13.33%



The results presented in the above table show that all girls (100%) are familiar with purchase of garment through online shopping. This may be because of the fact that more choices are available in most of the apps. As far as frequency is concerned most of the girls (100%) selected in the sample are familiar with different apps/sites, which are promoting sale of garments. The results pertaining to need for online purchase shows that majority of girls (60%) are of the view that brand normally compels them to purchase online. This is followed by uniqueness of the dresses. Thus, it may be inferred that brand perception alongwith comfort and fashion are the basics for the online purchase for girls. Since the girls are college going, their purchases are mostly influence by family members (60%). They also decide to purchase according their choice (46.67%) but it is consultation with the family members. Thus, it is apparent that there is influence of family in online shopping even

though the girls are in college yet the family bond makes them make purchase with their consultation. The results regarding online purchase of dresses in context to options, exchange of dresses and discount, the result suggest that most of the girls (60%) purchase online because of options available on a click of the mouse. The attraction towards online purchase is also because of the fact most of the girls (73.33%) feel that there is economy because of heavy discounts from time to time which are not available in local markets or may be in window shopping (73.33%). It is also because of the facts that online purchase saves time and energy since you don't have to move out and select from various shops (86.67%). At times it is difficult to get company of the family members for purchasing from local market.

The above table reflects the interest for online shopping and it is clear from the responses that the consumer's are familiar with purchase of garment through online shopping. They know



different app for online purchase. When the respondents, were interviewed for obtaining information it became obvious that some of them were of the view that they may be involved in shaping their career with their own start ups. They discussed in details about the various schemes through which they may take steps to enhance their entrepreneurship skills by joining some NGO's who might help them in their endeavour. In fact, they came to know, understanding and ways and means to develop the skills necessary for becoming small businessman. It was obvious that they knew that it was not easy but had anxiety and curiosity to know about being an entrepreneur. They were of the view that a small business can be started with small amount. It was their views that this will make them self employed.

On perusal of the responses it becomes clear that the purchases made by them are mostly in consultation with the members of the family. They were of the view that healthy social

relations are a must. Being students of fashion designing, they all were of the view they can design according to the latest fashion and for home business they had sufficient knowledge of E-marketing and online shopping. One of the great advantages felt was that since online purchase saves time and energy they will be able to advertise their products through different apps if they choose to be an entrepreneur.

The present central government is advocating start ups and various schemes have been launched to help the budding entrepreneurs. The respondents told that they have got a new vision and they will try to utilize their knowledge and the skills, expertise, familiarity with computing etc. will facilitate taking a step ahead in this direction.

The results show that online business has become very common and there appears to be a great scope in this direction. It is suggested that development of entrepreneurial skills should be taken up as project to promote



start ups, so that in the textile and fashion designing young women come forward with their creative, innovative designs to mix traditional with contemporary designs to save the Indian cultural traditions in the modern times.

The results of the present research work are mostly in concurrence with the findings of previous researches related to consumer attitudes towards online shopping. It is significant to mention that information about entrepreneur marketing behavior was sought through detailed interviewed of the respondents, who showed keen interest towards start ups and steps to be taken for running a business of textiles through online Shopping. They were of the similar opinion as has been observed in the findings of **Muhammad, Umar Sultan and Md, Nasiruddin's (2011)** and **Cindy Millman, Zhengwei Li, Harry Mtlay, Wang- Chan Wong (2010)** in which they observed that a positive attitude has been shown to become internet entrepreneurs.

Thus, Entrepreneurial Marketing in Online Business in Relation to Attitude of Consumers towards Online Shopping, appears to be a future for those students of textile designing who may enhance their entrepreneurship skills through a positive environment and sound training.

Conclusions

The following conclusions may be drawn:-

1. The students were interested in getting information about taking initiative for their own starts ups in garment marketing.
2. The necessity was felt to have training courses for development of entrepreneurship skills.
3. Familiarity with online purchase of garments show that they all know about merits and demerits of online purchase which may ultimately helping utilizing the information they start their own online business.



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