

The Purchasing Behaviour Pattern of College Girls Towards Online and Offline Apparel Marketing

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ABSTRACT

The rapid growth of online platforms like Amazon, Flipkart, Meesho, Ajio significantly transformed the customer purchasing behaviour mainly among the adolescent girls. The increasing usage of smart phones and internet availability, these online shopping has become a major part of everyday life. Which influences the way adolescent girls interact with the apparel market. This survey aims to analyse the purchasing behaviour pattern of college girls towards the online or offline apparel marketing. The keynote of the research is identifying what are all the factors influences the purchasing decisions and comparing preferences between the online and offline shopping mode. Our survey was conducted among 50 college going girls, aged between 18 and 20 years within our college premises. The data was collected using a structured Google form questionnaire, which has the mix of multiple-choice question and Likert scale questions. This questionnaire was set to identify the various influence in factors, such as price, brand preferences, quality, discount, discounts, convenience, social media, influence, pure influence, and policies. The collected data further analysed to understand the preferences patterns and current trends among the adolescent girls. The findings of this research indicate that the consumers tend to purchase towards online apparel shopping compared to the offline method. The key reason for choosing the online shopping includes convenience, a wide selection, good discounts, and easy price comparison, but the shopping in the in store focuses more on trying things and making sure of quality and instant purchases. To conclude this study, we found that the college girls tend towards online site, but Store still plays a supportive role. These results can help marketers come up with the ways to blend both offline and online methods.

Keywords: Purchasing Behaviour, Brand Preferences, Shopping Apps, Adolescent Girls and Online vs Offline Shopping.

INTRODUCTION

In recent years, the apparel industry has changed a lot because of improvements in digital technology and the rapid growth of online shopping. These changes have affected how consumers buy clothes, especially young people who are very active online. College girls aged 18 to 22 are an important consumer group. Their buying choices are shaped by current fashion trends, exposure to digital media, and changing marketing methods.

Online shopping has become an easy way to buy clothes. It offers a wide range of products, competitive prices, attractive discounts, and the ability to compare different brands easily. Additionally, factors like social media influence, customer reviews, and recommendations from friends help explain why more people prefer online shopping. However, in-person shopping is still important. It allows consumers to see products in person, check quality, and make immediate purchases, all of which are crucial when buying clothes.

The increasing competition between online and in-person retail shows the need to understand consumer behaviour better. Several factors, including price sensitivity, brand preference, product quality, convenience, discounts, and the influence of social media and peers, play a big role in how college students make their buying

decisions. Looking at these factors in different shopping modes can provide useful insights for marketing strategies.

This study aims to examine the buying behaviour of college girls when shopping for clothes online and offline. It will identify the main factors that influence their choices and compare their preferences between the two shopping methods. The results are expected to help marketers develop effective strategies that combine both online and offline platforms to meet the needs of young consumers.

METHODOLOGY

Research Design

This study uses a descriptive research design to examine the shopping habits of college girls when buying clothes online and offline. The goal is to understand their preferences and identify the key factors that influence their purchasing decisions in both shopping methods.

Sample Selection

The study included 100 college girls aged 18 to 22 within our college premises. The respondents were chosen using a convenience sampling method, as participants were selected based on their accessibility and willingness to participate. This approach was appropriate for the study's limited scope and time frame of the research.

Data Collection Method

Primary data was gathered through a structured questionnaire administered via Google Forms. The questionnaire included both multiple-choice questions and Likert scale statements, which allowed for the collection of information and personal opinions. The questions aimed to capture the respondents' shopping frequency, preferred shopping method, and factors influencing their purchasing behaviour.

Variables of the Study

The main factors examined in this study include price sensitivity, brand preference, perception of product quality, discounts and offers, convenience, social media influence, peer influence, and return and exchange policies. These variables were chosen because they are relevant to clothing purchasing behaviour among young consumers and affect decision-making.

Data Analysis Techniques

The collected data was analysed using simple statistical tools like percentage analysis and frequency distribution. These methods helped identify patterns, trends, and differences in purchasing behaviour between online and offline shopping.

Scope and Outcome of the Study

The analysis provided insights into the overall shopping behaviour of college girls and the factors that drive their preferences. The findings give a clear picture of how young consumers make purchasing decisions and how those decisions differ between online and offline shopping environments.

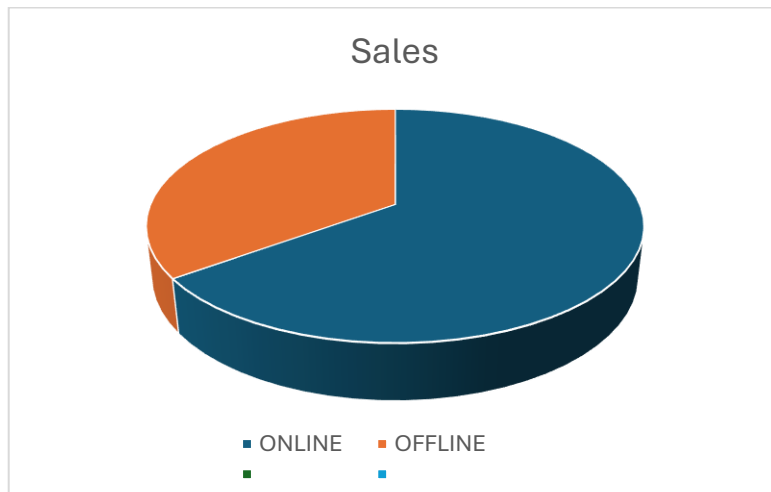
The study ensured methodological reporting by clearly defining the sample size, data collection, and variables used in the study. The use of a structured questionnaire ensured the use of uniformity in data collection for all the respondents.

RESULTS

The study found that most respondents prefer shopping online instead of going to physical stores. This change shows how digital platforms are shaping the buying habits of college girls, mainly due to the rise in smartphone use and better internet access. Many respondents reported buying clothes every month, while some made

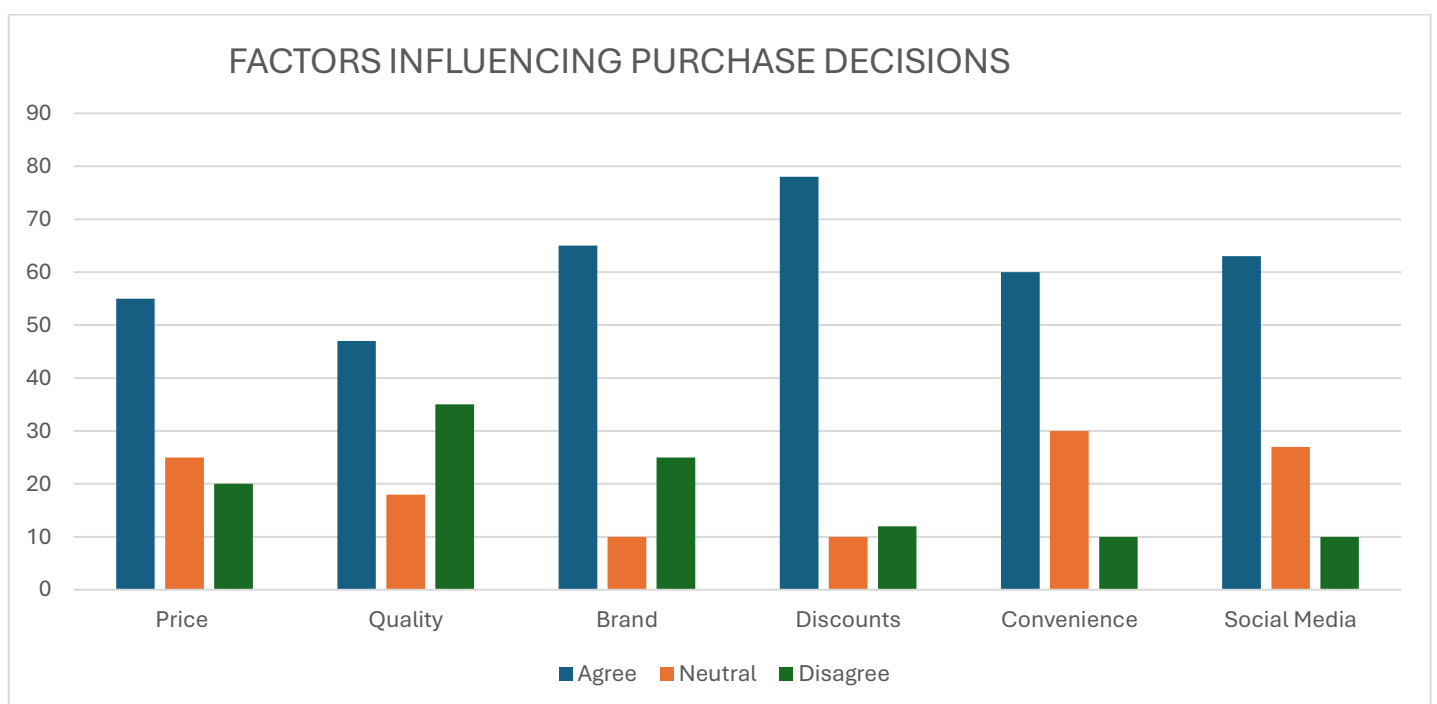
occasional purchases, and only a few rarely shopped. This trend suggests that clothing buys are more about personal needs and budget limits than impulsive choices. Several factors affect buying decisions, with discounts and sales identified as the biggest motivators, especially for online shopping. Brand preference is also significant; it is linked to lifestyle, identity, and current fashion trends among young shoppers. As shown in Figure 1, a majority of respondents prefer online shopping over offline shopping.

Figure 1: Preference for Online and Offline Shopping



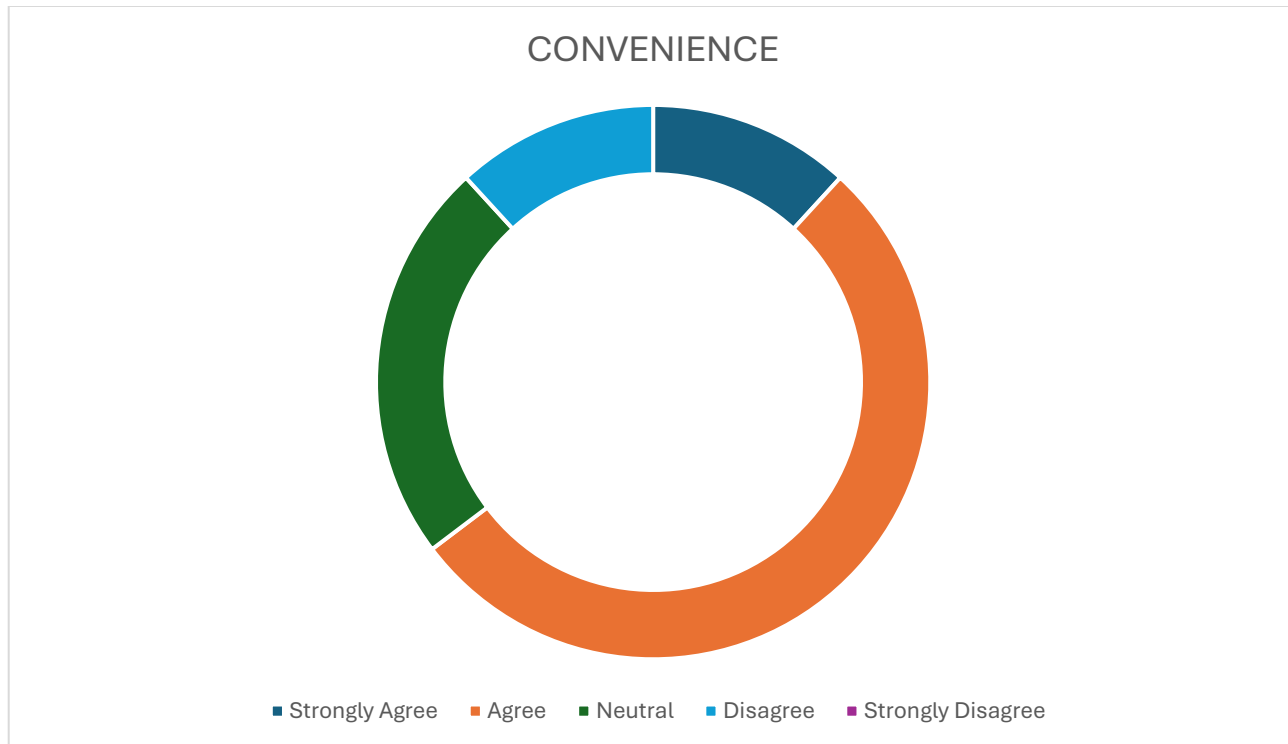
Along with pricing and branding, convenience emerged as a key reason for choosing online shopping. It allows users to browse, compare, and purchase items from anywhere easily. Despite this strong preference for online shopping, many respondents still value offline shopping. They appreciate the chance to inspect products physically, try on clothes, and check quality before buying. Additionally, shopping in stores offers the benefit of taking items home immediately without waiting for delivery. The study also points out the major role of social media in influencing buying choices by introducing users to new trends, ads, and recommendations from friends. Return and exchange policies were seen as crucial, as they lower perceived risks and boost confidence in online purchases. In terms of spending, most respondents said they spend less than ₹1000 on clothing, showing they are budget-conscious and prefer affordable purchases backed by practical spending habits. Figure 2 illustrates the major factors influencing purchasing decisions, with discounts, convenience, and brand preference being the most significant.

Figure 2: Factors Influencing Purchase Decisions



Although the current study only used descriptive statistical analysis, the use of other statistical analysis techniques, such as correlation or regression analysis, would improve the findings by establishing relationships between variables. As shown in Figure 3, convenience is identified as a key factor influencing online shopping behaviour.

Figure 3: Convenience in Online Shopping



DISCUSSION

This study shows that college girls prefer shopping for clothes online rather than in traditional stores. This trend highlights the growing impact of digital technologies on modern shopping habits. More people are using smartphones, having better internet access, and being exposed to digital platforms. As a result, online shopping has become a convenient and appealing choice for young consumers. The main reasons for this shift are convenience, a wide selection of options, and enticing discounts. Online shopping allows users to explore various brands, compare prices, and make informed decisions anytime and anywhere. This flexibility improves the entire shopping experience.

Discounts and promotional deals have a significant influence on buying decisions. College students are very price-conscious and prefer affordable options. Brand preference is also crucial. Young consumers often link brands to their identity, lifestyle, and social image. Digital marketing strengthens this connection, as brands actively reach out to consumers through ads, targeted promotions, and online campaigns. Social media platforms play an important role in this behaviour. Influencer content, peer recommendations, and popular styles shape the buying habits of college girls and foster a sense of aspiration.

Even with the rise of online shopping, physical retail stores still matter. Many respondents mentioned the importance of seeing products before buying, especially clothes. The chance to try on items, check fabric quality, and ensure a good fit are key benefits of shopping in person. Also, being able to purchase immediately without waiting for delivery improves the shopping experience. These factors suggest that consumers are not completely abandoning offline shopping. Instead, they are using a mix of both online and offline methods based on their own needs.

The study also highlights the importance of return and exchange policies in online shopping. Flexible return options help ease the worry of buying products without seeing them in person, which boosts consumer confidence. Additionally, respondents generally prefer to stick to a limited budget, showing their focus on

affordability and value. This suggests that pricing strategies and special offers are vital for attracting this group of consumers.

The findings of this study have been reinforced by existing theories of consumer behaviour. Consumer behaviour theories have emphasised the importance of convenience, price sensitivity, and social influence in shaping consumer behaviour. The theories have also been able to explain the trend towards e-commerce among young consumers.

CONCLUSION

In conclusion, the study shows that online shopping is the most popular way for college girls to buy clothes. This preference comes from factors like convenience, easy access, attractive discounts, and a wide variety of products. Online platforms let shoppers explore and compare different options, making the shopping experience more efficient and flexible. However, offline shopping remains important because it offers unique benefits such as trying on clothes, checking product quality, and making immediate purchases without waiting for delivery.

The study points out that buying behaviour is influenced by several key factors, including price sensitivity, brand preference, social media impact, peer recommendations, and return policies. Among these, discounts and convenience are the strongest factors that drive online shopping. The findings also show that college girls usually have limited spending power and respond well to promotional offers, making pricing strategies crucial for marketers. Social media boosts buying behaviour by exposing shoppers to trends, ads, and influencer content.

Overall, the study suggests that both online and offline shopping channels significantly shape consumer behaviour. Instead of replacing each other, these channels complement one another by satisfying different needs. Therefore, marketers should work on combining digital platforms with in-store experiences to create a smooth and engaging shopping environment. By merging the benefits of online technology with the advantages of physical stores, businesses can better target young customers and develop more effective marketing strategies.

The study is based on a small sample population and the data is collected from one source. The study can be taken forward by including a larger population and sources.

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